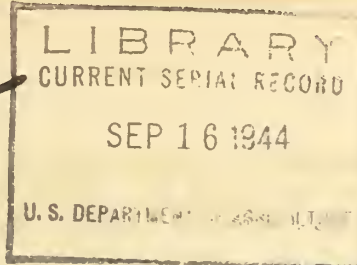


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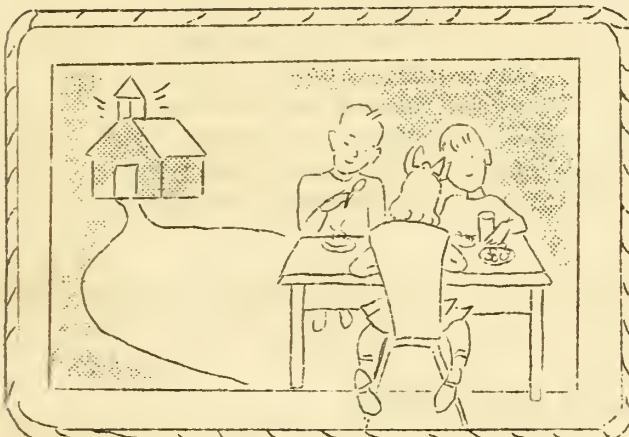
Atlanta 3, Georgia
July 1, 1944



Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

SCHOOL LUNCHES TO CONTINUE



Little red school house offers more than a day.

During the 1943-44 school year, more than four million children... in 31,000 schools throughout the Nation...participated in the school lunch programs assisted by the War Food Administration. Because it was convinced of the value of this program to American children, Congress has appropriated \$50,000,000 for furnishing foods served at school during the 1944-45 term. This is the same amount that was appropriated last year.

Lunch at school and in child care centers will continue in 1944-45 as the community affairs they were in the past. Generally, the school lunch program operates under the local sponsorship of school boards or other school organizations. Parent-teacher associations...civic groups ...American Legion Posts and other non-profit organizations also act as sponsors of the programs. The War Food Administration will continue to reimburse local sponsors for their purchases of food up to a maximum amount determined by the type of lunches served. The WFA will also distribute directly to schools suitable foods which are purchased through its price support program.

Here's How the Program Works:

Sponsors of the school lunchroom sign an agreement with the War Food Administration's Office of Distribution...the government agency disbursing

**War Food Administration
Office of Distribution**

the funds. The sponsors tell what kind of lunch they plan to serve and how many children will eat it. Then the WFA agrees to pay back from two to nine cents for each lunch...depending on the type of meal served and the need of the school for assistance. However, the WFA expenditures in any school for this program cannot exceed the total amount spent for food by the local sponsor.

The sponsors will buy all the food and submit monthly claims and reports of program operations. Then the government will reimburse to the local sponsor. Local groups must pay for the lunchroom equipment and labor, since the Federal funds are to be used solely for food purchases.

You may wish to remind your listeners that organizations such as nutrition committees and civic clubs can lend their assistance in initiating a local program where it is needed. With community canning centers in operation, some of the extra produce this summer might well be donated for use later in school lunchrooms.

The school lunch program safeguards the health of the Nation's children by assuring them at least one-third of their daily nutritive requirements. It develops good food habits among children and introduces them to a wide variety of nutritious and plentiful foods. In addition...the school lunch program will help give farmers and food distributors additional outlets for commodities in local abundance.

For detailed information, contact your regional Office of Distribution, WFA at Western Union Building, Atlanta 3, Georgia.

FRUITS FOR HOME CANNING



Because smaller supplies of commercially canned fruits will be available to civilians next winter, wise homemakers are looking over their canning equipment now and making estimates on how much fruit the family will need in the coming months. On their efforts will depend the quantities of canned fruits served at winter meals. And a bright spot in the picture is the fact that supplies of fresh fruit on the market will equal, and...in some

cases...surpass that of last year.

The apricot crop is estimated at three times as large as in 1943... about a third above average. Even with more apricots being dried and canned for direct war needs, the fresh fruit available for home consumption and canning will be about fifty percent more than last year.

California...which produces 90 percent of the apricots...expects a harvest of over 23 million boxes (25 pounds each), compared with about 6 $\frac{1}{2}$ million boxes last year. The state of Washington expects over a million and a half boxes of apricots...its largest crop on record.

In 1943 most of the canned and dried apricots went to non-civilian claimants, with only about a tenth of the commercial pack going to U. S. civilians. This year, besides having more fresh apricots for home canning, U. S. civilians will receive more than a third of the much larger canned and dried pack.

The peach crop promises to be 60 percent larger than last year, and 17 percent above the average. However, non-civilian claims have doubled for canned peaches, and the set-aside for dried peaches will equal that of last year. So...if folks at home want more canned peaches than they were able to buy last year, they'll have to depend on home canning efforts. According to present allocations, civilians will be able to plan on having almost twice as many peaches for fresh use and for canning as they did last year.

There is no official report on the apple harvest as yet, but prospects now are for at least a normal crop and one a third larger than last year's small yield.

The pear crop will average about 15 percent more than last year, with the large increases in the East and Pacific Northwest where the crop matures in the late summer and early fall. Here again non-civilian requirements have been increased and U. S. civilians can only expect about the same quantity of the total crop they received last year for fresh consumption.

Plums are one of the fruits in smaller supply than last year.

HAND PICKED FOR FRESHNESS

In line with our summary of the fresh fruit supply for civilians, here are a few pointers to stress in selecting and preparing fruits for canning. You might pass them on to your listeners. There're probably plenty of prospective canners among them.



no pinching, please

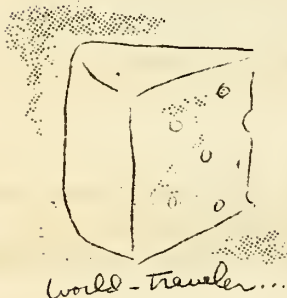
1. Fruits should be firm and ripe. For canning, buy only fresh fruits produced locally...or which arrived by shipment in tip-top condition.
2. If fruits must be held, keep them cool and well ventilated.
3. When ready to be canned, fruit should be sorted for size and ripeness...this is to assure more even cooking. Avoid using fruit for canning that shows signs of decay. Even if bad spots are cut out, bacteria may remain in the rest and spoil the whole batch. Set aside soft but sound fruit for juice or jam.

4. Fruit should be pre-cooked briefly before it is canned. When packed hot the fruit shrinks and more will go into the jar; also the processing time in the canner is shortened. Fruits may be pre-heated in fruit juice, in sirup or water. Some fruits when heated yield enough juice of their own without more liquid. Adding sugar before heating also helps to draw out the juice.
5. Know how many pints or quarts of fruit will be made from a bushel of peaches or a few cups of berries before you start to can. That way you'll come out even with jars. A table on page 13 in the new bulletin "Home Canning of Fruits and Vegetables" has the yield of canned fruit from fresh. This bulletin may be obtained by writing to the Office of Information, U.S. Department of Agriculture, Washington 25, D. C.



MORE ABOUT CHEESE

Cheeses which have been point-free for a two-weeks' period are back on the ration list at four red points per pound. They were ration free for that period to permit reduction of large stocks of perishable cheeses in wholesalers' and retailers' hands. American cheese (or cheddar) still requires 10 red points per pound and perhaps your listeners are wondering why.



As you know, we're sending large quantities overseas. American cheese is ideal for the boys at the fighting front. In the first place, it keeps equally well in tropical or freezing climates. Then...it's especially valuable as a food, because it contains more milk solids and less water per square inch than most other types of cheeses. What's more, American cheese can take rough treatment...it can be stored away for long periods of time...and when it's ready for use it's still fresh and full of flavor.

Our allies need cheddar, too, to make up for their diminished milk and meat supplies. And it's an essential food in Red Cross packages sent to American prisoners.

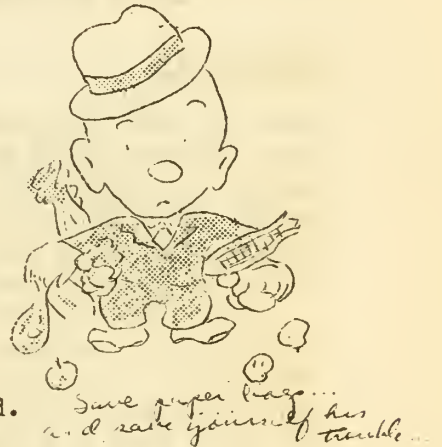
The Government has reserved sixty percent of July and August cheddar cheese production for direct war uses. The reason for high set-asides in July and August particularly is that production is greater in these months. When production declines during the fall and winter months, the Government will take less cheese so that civilian supplies will remain even for the year.

PAPER CRISIS

There's no relief in sight on the paper shortage question...until America's lumberjacks return from overseas. We'll soon be virtually without wrapping paper...paper cups...shopping bags...corrugated cardboard boxes for groceries...paper clotheshangers...and clothes boxes. There's even a black market right now in merchandise cartons because they are so greatly in demand.

Where paper is most needed is in our shipments overseas. Jeeps are packed in paper...so are airplane parts...soldiers' uniforms...and food. It takes fifty-two pounds of paper to pack one ambulance. Then, too, precious capsules of medicine, and blood plasma -- all these things are carefully paper-wrapped, and it has to be good paper.

That's why we're asked especially to be sure to conserve heavy brown grocery and shopping bags and wrapping paper...also the corrugated and fiber boxes that canned goods are shipped in...and laundry boxes...cereal boxes...salt cartons...and big suit and hat boxes. These cartons should be opened and folded for collection with newspapers. Heavy quality papers contain wood fibre that goes into the packaging of foods and goods which go from the factory to the retailer, and also overseas. Food and equipment is useless to a soldier on the battlefield if it arrives weatherbeaten and damaged.



It is an effort to gather up paper around the house and see that it gets collected for salvage. But that effort is going to mean more paper for our needs at home. And what's most important, it's going to facilitate sturdy, substantial packing of vital foods and materials going overseas.

THE ENRICHMENT STORY

It's a good idea to keep reminding your listeners about the value of buying enriched white flour.

There is now in effect...as you know...a government ruling that every loaf of white bread and all plain rolls on the market be enriched to approved nutritive standards.

But only about 70 percent of all family flour on the market today has been enriched. In other words, it's possible for a homemaker to buy white flour that is un-enriched...and she then doesn't receive full benefit of the important vitamins and minerals which were present in the whole grain.

Just to keep the whole story straight...here are the latest facts on enrichment:

When white flour is milled, part of the wheat is removed in the process. This part contains important food elements necessary for good health. So white flour is enriched with synthetic vitamins, in order that it contain the same vitamins and minerals as whole grain flour.

Of course, all white flour contains calories...but un-enriched flour does not contain the same amount of important food elements as flour that has been enriched.

Enriched flour...in case there is still some doubt... is just as white as ordinary white flour...and it has the same rising qualities. There is no visible change...it has simply been made more nutritious.

What It Is

Here is what the label "Enriched White Flour" means. For one thing, the vitamin niacin has been restored. Niacin is the vitamin which helps to prevent pellagra...a disease which weakens thousands of people in this country. Then, too, the vitamin thiamin has been added. Thiamin has been called the "morale" vitamin. The lack of thiamin tends to cause unsteady nerves...irritable dispositions...poor appetites...and a tired feeling. The third vitamin is riboflavin, the lack of which is apt to make you feel weak and run-down...have unhealthy-looking skin...hair without lustre...and eyes that look dull and tire easily. Then, fourth, iron is added...iron, the important mineral which helps to build good red blood.

These food elements are required in specific amounts before flour can bear the label "Enriched".

...And How It's Done



Plain white flour may be enriched by the addition of the required amounts of vitamins and minerals, or the wheat may be milled in such a way that the flour contains some of the outer layers of the wheat berry. Or these two methods may be combined.

Enriched bread can be made by any one of four methods. Either enriched yeast is used... or enriched yeast and plain flour...or sometimes the required minerals and vitamins are added directly to the dough in pellet form.

Riboflavin may be added to the bread by the use of powdered milk in the dough mix. These methods, too, may be combined.

It's especially important to emphasize to your listeners the highly nutritious qualities of enriched white flour. Un-enriched flour is a few cents cheaper, and therefore may tempt the housewife who does not know the difference between the two.

But if every housewife will insist on "Enriched" white flour when she buys, the millers who are still putting out un-enriched flour will have to start enrichment because of the increased demand.

EGG PROBLEMS SOLVED

Looks as if that huge egg storage problem of a couple of weeks ago has been ironed out nicely...thanks to the cooperation of American housewives and others, including your radio directors.

According to Judge Marvin Jones...WFA Administrator... "...the help of the nation's housewives and of the trade has made it possible to save all of 25 million dozens of eggs that were in danger of spoilage, and...our emergency egg-storage problem has been solved. The trade has bought millions of dozens of eggs. Thousands of retail stores and newspapers and radio stations throughout the country have been of great assistance in calling attention to the egg storage problem, and housewives by buying more heavily helped to free necessary commercial storage space."

OUTSTANDING ACCOMPLISHMENT

The War Food Administration's Achievement "A" Award...symbol of outstanding accomplishment in quantity and quality production of vital wartime foods...is to be presented during July to the Exmore, Virginia plant of John H. Dulany and Son. Ceremonies are to be held during the latter part of the month...when the award flag and "A" pins will be presented to the plant...its employees...and its management.

The "A" award is the highest honor a food processing plant may earn during wartime. It's comparable to the Army-Navy "E" and it takes the same high production standards to win it.

OUR NUTRITIONIST SAYS...

A good argument for serving foods as soon as possible after cooking is contained in a recent study on vitamin losses. Potatoes analyzed immediately after cooking showed a loss of only 6.6 percent of the Vitamin C content. After the potatoes had stood hot for an hour...they'd lost around 50 percent of that valuable vitamin content.

* * * * *

If your homemakers haven't tried honey for sweetening fresh fruits...you might remind them that the flavor is excellent...and using it will certainly save on rationed sugar. Incidentally...that honey has been found to be a good source of some of the B vitamins.

FRESH FOOD ROUNDUP

This season of wide variety in fresh foods should make it the meal planner's hey-day. With current offerings from the farmers...there's no reason for monotony in menus...for getting in the red on that food budget...nor in k.p. duty being a drudgery.

Take Mrs. America's staple vegetable...potatoes. They continue in plentiful quantities...and the price certainly isn't over your listeners' heads. And varieties for ways in preparing them are innumerable. Then...to go with those potatoes are light to moderate supplies of snap beans...rolling in principally from North Carolina and Tennessee...light supplies of good quality lima beans at prices a little higher...and light to moderate supplies of okra of generally good quality. Okra, at present, is a little high...and supplies of both this gumbo special and the limas have been retarded to some degree by recent dry weather.

Among plentiful items are sweet corn...a little cheaper than its been...and rolling into most markets at a steady pace. Quality varies...however...so you might remind your homemakers when selecting corn to pay special attention to the husks. They'll want to make sure they're fresh and green...and the ear should be well-filled with plump...milky kernels. Onions continue in good supply...and at reasonable prices, with both Georgia Yellow Bermudas and Arizona Crystal White Wax available.

Moderate supplies of tomatoes are selling at prices that are still slightly high for best quality...but there should be enough for plenty of summer salads these days. And...for those salads there're light supplies of cucumbers...light quantities of California carrots at slightly higher prices...and some cabbage...equally good chopped into crisp cole slaw as it is boiled and buttered.

For variety in their hot vegetable dishes...your listeners should find a little California cauliflower...light supplies of reasonably priced Florida eggplant...light to moderate supplies of field peas...and light quantities of squash.

Peaches, of course, take top rating on the fruit front...with moderate supplies available at prices only a little high. Hiley's are on the wane...but Elberta's are just beginning to come in in fair quantity. And there are plenty of watermelons...with the Florida season past its peak...and Georgia's getting well underway. Good supplies of cantaloupe are on the markets...lighter supplies of citrus fruit than have been available in the past few months...and occasional and high priced...shipments of cherries and pineapples.

* * * * *

* The Fresh Food Roundup is based on general sup- *

* plies and movements of fruits and vegetables. *

* It's advisable to check on local markets to *

* make sure these products are available in your *

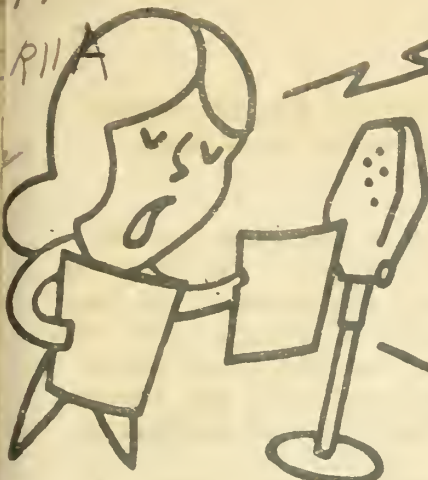
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CURRENT INDEX
JUL 23 1944
U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up

on food...
Atlanta, Georgia
July 8, 1944

A Service for Directors
of Women's Radio Programs

A REFRIGERATOR WHAT AM!



Same principle...

Have you ever wondered if the family refrigerator would hold another article of food...without a tumbling act... next time you opened the door? Uncle Sam has had the same thoughts when commercial storage space filled and agricultural commodities continued to pour into the markets during seasons of heavy production.

But how to solve the problem in face of the existing shortages of material and labor? Somewhere along the line, Lt. Col. Ralph W. Olmstead, Deputy Director of the War Food Administration's Office of Distribution, recalled as a boy visiting icy caverns in the Western deserts. He directed a search of possible "natural refrigerators" and a 75-year old limestone mine near Atchison, Kansas, was picked to become the largest single cold storage house in the United States.

Mammoth Storage Space

The mine has 12 million cubic feet of space...about 10 percent of all public cooler space in existence in this country. With a normal temperature in the 50's and natural insulation formed by limestone, the mine presents no problem for refrigerating engineers. A number of cooler units will be placed at strategic spots through the mine giving it a temperature between 30 and 32 degrees. Between 3,000 and 3,500 carloads of food can be stored with ease. Also because of its natural floor there is no limit to the load that can be piled up at any one point. A fourteen foot ceiling gives plenty of clearance for the movement of trucks. Three hundred feet from the entrance is a railroad siding and additional tracks can be laid to unload stocks from freight cars. These cars then can be moved into the mine in small trains pulled by tractors.

A building equal in floor space to this mammoth natural refrigerator would have cost about \$15,000,000. The Atchison



**War Food Administration
Office of Distribution**

project will cost one-tenth of this figure. In addition the Government will save about three and a half million dollars annually in storage bills.

The project will benefit the farmer because it will be possible for him to market hogs even after all commercial storage is filled. The consumer will be protected because this Government operated refrigerator will keep seasonably abundant eggs and lard and other food from spoiling. Here also will be held food for eventual release to liberated countries and countries under Lend-Lease. Since this refrigerator is nearly in the center of the United States...supplies may be shipped either East or West...as the situation requires.

War Food Administration officials are hopeful of placing portions of the mine in operation August 1. Lard will be stored as soon as the project is completed. As the vast interior becomes chilled, fat backs...salt and cured meat...dried fruits...and dried eggs will also be put away for future use.

The refrigerator doors at the Atchison project will never bulge, either. Mining of limestone by the present owners will continue, and under such an arrangement new storage space will be continually available.

UNCLE SAM AND HIS EGGS



"It's beyond me."

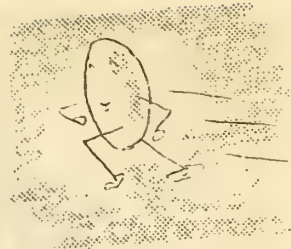
"Purchase an extra dozen eggs" was a familiar plea to consumers this spring and early summer, in view of the especially abundant supplies of shell eggs. Uncle Sam was also in the purchasing lines at the market turnstiles...to protect both the producer and consumer.

By buying shell eggs which were coming to market in excess of consumer demand...and at a price in accordance with law...the Government assured the producer a fair return for his labor and investment. If prices had not been supported, producers might well have sold off too many laying hens, which would have resulted in egg shortages this coming fall and winter.

However...now that the seasonal peak in egg production is passed...the War Food Administration is able to curtail its purchases of eggs for the time being.

The stocks of eggs purchased by the War Food Administration to support prices will not be "dumped" on the market. Of the 10,000 carloads... 6,200,000 cases of shell eggs purchased by the War Food Administration during the first six months of 1944...more than 3,000 carloads have already been placed. Some 500 cars of eggs have been distributed to School

Lunch Programs and to hospitals and institutions throughout the United States. Nearly 2,000 carloads have been sold to the trade...mostly for drying purposes. Dried eggs will be purchased for our Allies under the Lend-Lease program.



Since mid-May about 500 carloads of eggs have been broken and frozen for the War Food Administration. The frozen eggs will be held by the War Food Administration as a backlog for use later in the season. Better grades of shell eggs will be retained in storage for use by civilians in the fall months if a seasonal shortage develops.

CANNING WITH THE NEIGHBORS

The development of community food preservation centers throughout the country indicates that canning for home use will be definitely increased this year. It is estimated that between 5,000 and 6,000 centers will be in operation this season. This is approximately 35 percent more than last year.



*Doesn't take a magician
to get one started...*

One of the most interesting new trends in community canning is the effort now being made to improve centers already established...either by purchasing additional equipment, or by re-arranging the plant for better flow of work, thereby increasing the production capacity of the center. There has also been a trend to use tin in preference to glass containers, which practice also increases production. In some sections of the country centers have added cooling units...slaughter houses...smoke houses for curing meats...freezer locker units. These

facilities serve a real need, particularly in rural areas.

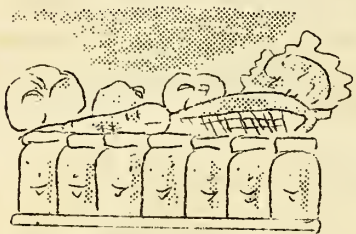
Nearly every center in the country is now supervised by persons who have been specially trained. Through workshops on a national, regional, state, and area basis, practically every supervisor and operator has had an opportunity to receive training.

Food preservation centers have been established in forty-five states. According to the most recent survey, the largest number of community canning centers are located in the South with 47 percent of the total. However, this year there has been great expansion in the Southwest and West.

The main idea behind community canning centers...as you know...is to prevent waste of food by making available equipment and supervision, so that

whole communities may can food for their own use. This is extremely important now, because there will not be as much commercially canned food available to civilians this fall and winter, and families will benefit by canning their own food in order to assure well-balanced diets for the coming winter. Women are urged to can only nutritious foods, and to put up some quantities as they are available to use in their own homes...no more. If their gardens produce more than they need, they are urged to share their crops with their neighbors...or to can these abundances for school lunch needs.

It might be a good idea to urge your listeners to find out if a canning center is located in their community...perhaps they would be interested in finding out just how these centers generally get into operation. In most cases, interested citizens make an appeal to the county commissioners...the Rotary Club...the Parent-Teacher Association...or other civic organizations...and, as a result...surveys are made, and a meeting is held in which a committee is appointed to take charge of the project. The committee works out plans...orders equipment, sets up procedures. Money is raised from individuals, or is donated, to start the operation.



In many cases, the canning center becomes self-liquidating, through the expedients of charging 5 cents or 6 cents a can to the participants.

The success of a canning center seems to depend on the degree of enthusiasm and spirit of co-operation in the community. In many communities, the food preservation center is a 1944 version of the old-time quilting party...where the neighbors get together for a good time, and...incidentally...do a big day's work.

The scope of the development of these centers has been largely dependant upon wartime conditions. Many universities are taking the lead in providing the courses for students and laymen...and often provide actual canning centers on campus for practical application of the training. This seems to be a good indication of community food preservation as a permanent enterprise.

FACTS ABOUT THE FOOD SUPPLY

At present most foods are in good supply and will continue so during the current growing season...barring unfavorable weather.

Beyond the current season, the food supply for American civilians depends upon:

1. Progress of the war.
2. The weather.
3. Labor for emergency work on farms and in food processing plants.
4. New farm machinery.
5. Victory Gardening and home canning efforts.



While long-range forecasts about food may not always turn out 100 percent correct, here in brief is the present outlook for civilian supplies per capita:

Meats:

Adequate supplies as long as marketings continue high...except for preferred cuts from the better-grade carcasses on which military takings are heavy and civilian demand is strong.

Dairy Products:

Fluid milk about same as last year, well above pre-war. Butter, cheese, evaporated milk continue under rationing, with military requirements heavy.

Eggs:

Record high most of this year, but expectations are that supplies will be smaller next year.

Vegetables:

Seasonal abundances of fresh vegetables...especially onions, celery, cabbage, green peas, snap beans, tomatoes and melons.

Because of greatly increased military needs, canned vegetables and vegetable juices to civilians will be cut sharply during the year...beginning July 1... especially tomatoes and tomato juice, snap beans, peas, beets, and asparagus.



Fruits:

Fresh fruits, especially deciduous, more plentiful, but canned fruits and juices about the same as last year's low supply.

Food Fats and Oils:

Not much change from last year, except that lard will be more plentiful as long as hog marketings continue high.

Sugar:

Enough to cover essential needs but not to increase rationed amounts.

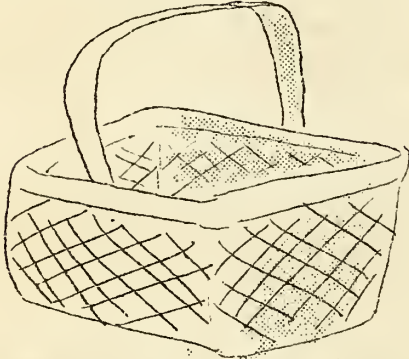
Grain Cereals:

Continued plentiful.

Not bad...

CONSERVE THOSE PAPER BAGS

Your homemakers in all probability have already run into the problem of not enough paper bags at their grocer's. So far, they haven't had to walk out carrying their pork chops in their hands...and a sack of flour over their shoulders...but they've probably noticed that more of their purchases have been crammed into one bag...and they've no doubt been asked at some stores at least to "please bring back these bags the next time you shop, to be used again."



Good for a lot of trips to market...

Such requests are not the idiosyncrasies of their particular grocer...nor a sign that he's a penny pincher...trying to increase his gains by conserving on such small items. There's a serious paper shortage...

if you'll remember, we mentioned it in last week's Roundup...but the need for conservation bears plenty of repeating...and you might pass along the reasons for the need as often as possible to your listeners.

Retail stores of the country will have only half their usual supply of wrapping paper and paper bags for the 1944 quarter May...June...July...and August. Total production of paper and paper bags for carrying foodstuffs will be about 11 percent less than the first quarter and approximately 23 percent less than the second quarter of 1943. The 1943 production was also 20 percent below that of 1942, a "normal" year. The present prospective shortage of these materials threatens to become a serious bottleneck in the distribution of foodstuffs to civilians...unless both retailers and consumers cooperate in alleviating the situation.

Since 1941 the consumption of pulpwood...the primary raw material used in the manufacture of paper and paperboard...has been at a higher rate than imports and domestic production. As a result the inventory is now down to about three-fourths of normal. There is a shortage of manpower in the woods to cut the pulpwood. Trucks used in hauling pulpwood out of the woods are wearing out. Then too, before the war we imported a part of our pulpwood from Canada. Woodpulp came from Canada, Norway, Sweden and Finland. The bulk of the newsprint was shipped in from Canada. The war cut off our woodpulp supply from Scandinavia and has reduced our supply of pulpwood, woodpulp and newsprint from Canada.

Packaging of supplies for shipment to men on the fighting fronts is fully as important as producing the supplies

themselves. Clothing, equipment and food are useless if the packages carrying them fail to protect the commodity in transit. Every piece of equipment has to be individually wrapped in waterproof paper...usually in triple layers. Smoke and explosive shells for 4.2 inch chemical mortars are individually wrapped and then placed in boxes with waterproof liners.

It takes 25 tons of blueprint paper to make a battleship. Each Signal Corps radio set takes seven pounds of Kraft paper and three pounds of book paper. There are 700,000 different kinds of items shipped to the Army...and they are paper wrapped or boxed.

More than 8,000 tons of paper are consumed every year by the Chemical Warfare Service for waterproofing overseas shipments. The entire output of one paper mill is not enough to keep up with the demands of storage depots alone.

Customers Must Accept...

If current allocations of paper bags and wrappings are to go around, stores and customers must cut down radically on the use of these materials. Many articles will have to be accepted unwrapped by the customer. Purchases from different departments of the store will have to be put all in one bag. Merchandise already wrapped or boxed...such as bread.... cereals...soap products...coffee...carton eggs...should be taken "as is". So urge your listeners to carry shopping bags or baskets and reuse paper bags whenever possible. The best way for both retailer and consumer to get more paper bags and wrappings is...of course...to collect more waste paper.



PORK POSSIBILITIES

Your listeners probably realize there's been a reduction in the number of hogs handled by packers these days...since storage space is crowded already...but maybe they haven't realized that a lot of that space may be taken up by the parts of the pork they don't usually ask for at their meat market. Here's a suggestion you might pass on to them for using part of the pork that isn't the choicest of cuts...but a part that's "good eating," anyhow:

Concordia Pie

Put a layer of browned sausages in a baking dish and cover with highly-seasoned mashed potatoes...into which chopped green pepper has been beaten. Score top with tines of fork and arrange browned sausages on top...then put in over for a few minutes and serve piping hot with apple sauce. This dish can be made with cooked hominy instead of mashed potatoes.

FRESH FOOD ROUNDUP

Your homemakers probably are concentrating on canning a lot of those fresh vegetables reaching their summer peak season along about now... but in the meantime, they can certainly take advantage of the abundances to get plenty of the first three of the Basic Seven in their meals right now. Liberal supplies of snap beans...excellent for that first group of green and yellow vegetables needed in our diets daily...are available. And squash, another member of that first group, is plentiful, now that it's reached its summer peak. Squash is one of the best buys, too, in price...since its comparatively cheap.

And there are plenty of excellent buys that'll fit into the second group of the Basic Seven...tomatoes, now in liberal supply, though selling at relatively high prices for the best quality, and moderate supplies of cabbage selling at reasonable prices. Plenty of turnip greens are low priced these days...and adequate quantities of lettuce are selling reasonably.

Other good buys in vitamin-rich summer vegetables include sweet corn, now near its peak season, and moderately priced...fairly plentiful supplies of okra coming from all sections of the south at slightly high prices for the best quality...plenty of onions, moderately priced...reasonably liberal supplies of field peas of excellent quality...and plenty of that staple, Irish potatoes.

And for special salad mixers, your listeners should be able to find moderate quantities of cucumbers selling at ceiling level and fair supplies of carrots. Something to watch for are sweet potatoes... just beginning their new season...and due for an increase in supplies in a few more weeks.

Fruits are hitting their stride these days, too...with peaches more plentiful than they've been this season...and Elberta's expected to reach their peak season in another week or so. Watermelons are just about at their peak production, too. For the most part, they're selling at moderate prices. Cantaloupes are in heavy supply...and they're of generally good quality and reasonably priced. Other fruit buys include moderate citrus fruit supplies...light quantities of cherries...and a few plums, raspberries...pineapples and apples.

* * * * *

* The Fresh Food Roundup is based on *

* general supplies and movements of fresh *

* fruits and vegetables. It's advisable *

* to check on local markets to make sure *

* these products are available in your *

* community. *

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Atlanta, Georgia
July 15, 1944

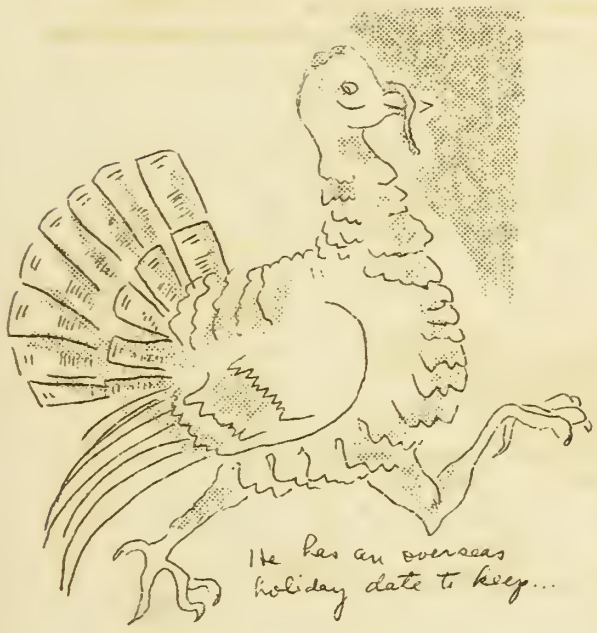
Radio Round-up

on food...

A Service for Directors
Of Women's Radio Programs

TURKEY TALK IN JULY

Turkeys sent to American fighting forces have played an important role in building morale since the war began. As a result, holiday dinners this year will again feature turkey and "fixings" wherever an American Fighting Force is stationed.



The turkeys will be obtained by the U.S. Army Quartermaster Corps under a set-aside order announced by the War Food Administration to be effective July 17, 1944. This order...WFO 106...will operate in nearly all the states west of the Mississippi River...in Illinois...Wisconsin...and Delaware, and in certain counties in Virginia...West Virginia...and Maryland...the nation's major turkey producing areas. All turkeys marketed and dressed in these areas will be set aside until the quantity needed is obtained. While the actual quantity to

be procured for all the Armed Services cannot be disclosed, the amount will probably exceed the 35 million pounds obtained under a similar food order last year. The amount will be in addition to the 8 million pounds of hen turkey obtained during April and May.

Last year, turkeys for Thanksgiving, Christmas and New Year's Day dinners went by ship...plane...truck...jeep...muleback and manback to battle fronts. Sailors and marines wounded on Tarawa ate turkey in sick bay, aboard ships that evacuated them from the island. Turkeys were cooked in galleys of

War Food Administration
Office of Distribution



Some of us'll
stay home for
civilians...

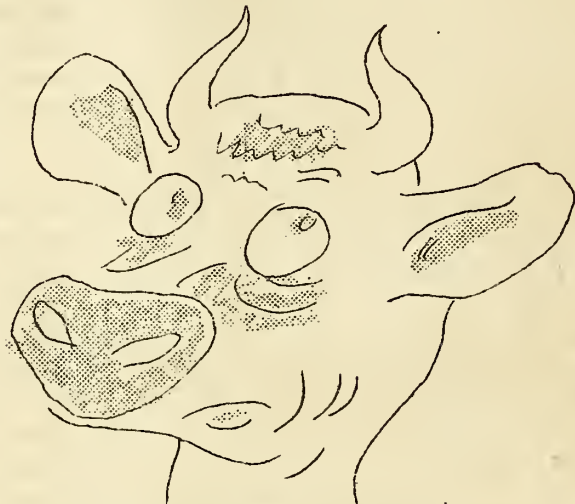
American fighting surface ships and submarines in the Pacific, the Atlantic and the Mediterranean. Turkeys were featured holiday courses for our forces stationed in North Africa...Italy...England...and at home.

Civilian Turkey Supplies

Since requirements for the Armed Forces are greater this year, the supply of "holiday birds" for civilians will be somewhat smaller. It is expected that civilians will have available about 3 pounds of turkey per capita this year. This is only about a quarter pound less per person than last year. Due to favorable weather and growing conditions thus far in the major turkey producing areas, turkey slaughter is expected to total 480 million pounds...compared with an actual total of 466 million pounds last year. By way of comparison, in the pre-war years 1935-39 the average per capita consumption was 2.6 pounds of turkey.

THE FAT OF THE LAND

Because the peak season for milk production is passed, less butter and cheddar cheese will be available for our total civilian population during the July through September period...less than for the past three months. With the exception of butter, the supply picture of other edible fats and oils is improved. Civilians will be getting one billion, 41 million pounds for consumption during July, August and September...compared with 998 million pounds for the past quarter.



"It's time I had a vacation!"

The civilian allocation of butter for the next three months is down about 37 million pounds...it's about 395 million pounds compared with 432 million pounds for April through June. Because of Armed Forces requirements, it will be necessary to continue the butter set-aside program through September or October. So civilians can expect less butter the rest of this year than they had during the past six months.

Supply of Cheese

Cheddar cheese supplies for civilians also will be smaller during the present quarter...103 million pounds compared with 120 million pounds for the preceding three-month period. The current allocation is larger than for the months October, 1943, through March, 1944 when

civilians were getting 90 million pounds each quarter. While the cheddar cheese allocation has been cut, civilians will have about 6 million more pounds of Swiss...Italian...limburger...and other similar types of cheese, during the next three months.



*"I may not furnish
cheddar cake, but..."*

Evaporated milk supplies for civilians...too...will be smaller during the next quarter...about 383 million pounds compared with 435 million pounds from April through June. In partial compensation, the condensed milk allocation has been upped about 4 million pounds.

MILK ON A BUDGET

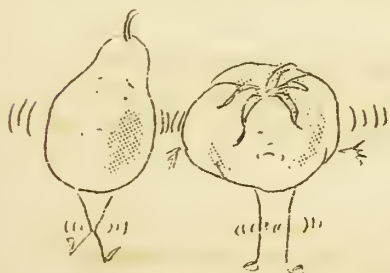
Just so your listeners won't be surprised at less milk in the next few months...you might start reminding them that milk will be back on a budget this fall. Predictions are that the decline in milk production will reach a point below that of recent low seasons...principally because of the ever-increasing manpower shortage...and the lack of grain feeds, besides the fact that more milk products will be needed for overseas shipments. There'll be enough milk produced during those low production months to meet essential needs...but hardly enough to meet all demands.

Milk dealers in metropolitan areas will be limited in the amount of milk...cream...cottage cheese...buttermilk...and chocolate milk that they can sell. But because of this quota limitation on the amount that can be sold...the necessity for coupon rationing will be forestalled. By limiting fluid sales, sufficient milk is diverted to creameries...cheese factories...powder plants...and condenseries to produce the butter...cheese...milk powder...and evaporated milk needed for war uses and to meet essential civilian requirements as well.

FREEZING FRUITS AND VEGETABLES

For the year beginning July 1, war requirements will take slightly more than half of our supply of commercially canned fruits and vegetables. So folks who can get fresh produce are planning to supplement winter meals with foods preserved at home. They will be canning...brining...drying...and freezing foods, if they're wise.

Where freezer locker storage is available, your listeners will find it one of the best means of food preservation. Vegetables and fruits that are frozen keep almost all of their natural color, flavor, and nutritive value.



*...but they'll be well
preserved at old age...*

All fresh foods contain bacteria and organisms that multiply and soon spoil food at ordinary temperatures. While the action of bacteria and enzymes is not stopped completely by freezing temperatures, it is slowed. So foods at zero degrees Fahrenheit keep for six months to more than a year in about the same condition as when they were first frozen.

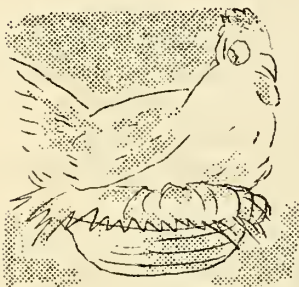
The Bureau of Agricultural and Industrial Chemistry in the U. S. Department of Agriculture has recently issued a bulletin telling how to prepare vegetables and fruits for freezing. The pamphlet outlines preparation steps and methods of packing. For a free copy, write to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C., and ask for bulletin AWI-100, "How to Prepare Vegetables and Fruits For Freezing".

EGGS IN DAILY MEALS

Eggs...whether served "as eggs" or hidden in the cooking...are a versatile food in summer meals.

The Bureau of Human Nutrition and Home Economics in the U. S.

Department of Agriculture has just issued a pamphlet, "Egg Dishes For Any Meal". This pamphlet tells, first, the familiar ways to fix eggs...stressing a few fundamental rules so that the eggs will not be cooked to a tough and leathery state. There are over 40 recipes given for using eggs -- with vegetables and cereals...in salads...salad dressings...sandwich spreads...as custards and other desserts.



She doesn't lay onelets...

Although eggs are still in good supply across the country, recipes in this pamphlet can be used whether eggs are scarce or plentiful. The smaller number of eggs called for in a recipe give an appetizing dish. But when the homemaker has an abundance of eggs, she can use the larger number called for in the recipe and get more food value. Egg dishes...such as custards and puddings...will be smoother and richer when more eggs are used.

Broadcasters may wish to tell their listeners of this 16 page booklet. A free copy may be obtained by writing the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Ask for bulletin AWI-89, "Egg Dishes For Any Meal." You broadcasters may get copies from the Office of Distribution, War Food Administration, Western Union Building, Atlanta 3, Georgia.



*A good egg...
wherever he is...*

FRUIT BUTTERS THE BREAD

With butter supplies smaller for the rest of the year, the wise homemaker is now making jelly and fruit butters to stretch the "spreads" on toast and sandwiches for this winter.



*"not my butter
they're talking
about this time..."*

Fruit butter is more economical...so far as the amount of sugar used...than any other fruit spread. Also, many fruits too small or imperfect in shape for canning make excellent fruit butter. Since no

no straining of the fruit is necessary as for jelly, fruit butter also saves on preparation time...and increases the bulk of the end product.

Fruits most commonly used for butters are tart apples...apricots...grapes...peaches...pears...plums...and quinces. Apple butter made with cider has an especially good flavor...or apples may be combined with grapes...quinces...or plums.



To make fruit butter, remind your listeners to use only sound, ripe fruit...or firm portions of windfalls or culls. Fruit should be cooked until soft, stirring constantly. Then, it must be pressed first through a colander and then a fine sieve to give the fruit a smooth consistency. The quantity of sugar varies according to taste, but the usual proportion is half as much sugar as fruit pulp. A fourth to a half teaspoon of salt added to every gallon of butter brings out the flavor of the fruit. Then, the sugar and fruit mixture is boiled rapidly, stirred as it boils so it won't burn. As the butter cooks down and becomes thick, the heat must be turned lower to prevent spattering. When the butter is thick, it can be tested by pouring a spoonful on a cold plate. If no rim of liquid appears around the edge, the butter is done. Then stir in spices as desired...one to two teaspoons of mixed ground spices to a gallon of the butter may be just enough to give a delicate spiciness without hiding the fruit flavor. Then the boiling hot butter is poured into hot sterilized jars and sealed.

ANOTHER TRIP FOR THAT WOODEN CONTAINER

There's a shortage of wooden containers. Remember? This fact... plus a bumper harvest of fruits and vegetables in prospect...has prompted the War Food Administration to urge grocery stores and consumers to use every means to save precious boxes and baskets.

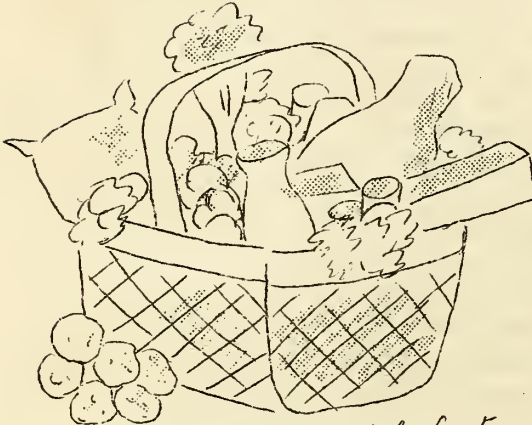
Wooden containers when returned to market channels have re-use value. Orange crates can be used to ship peaches, apples or vegetables. And it is estimated that as high as 60 percent of some commodities such as cucumbers, beans and broccoli could be marketed in used wooden crates or hampers.

Thousands of empty wooden containers are now used by retailers to hold groceries purchased in their stores and carried home by customers. Few of these containers ever find their way back for commercial use again. They are usually burned or destroyed.

Broadcasters can help a lot in the container salvage campaign. You might urge listeners to use a cloth shopping bag to carry home the larger purchases of food stuffs. Tell them if the merchant packed their groceries in a wooden

box last week, not to discard it. Have them take it back to the grocery store for carrying the food order home this week. The same suggestions hold true for cardboard cartons and large brown wrapping paper bags, in which production is also limited.

U. S. A. GROCERY STORE



*Reserve supplies must be kept
by Uncle Sam... as well as the
homemaker.*

The Office of Distribution, War Food Administration, has the wartime assignment of seeing that necessary groceries are made available to our Armed Forces...our Allies...and territories. Stockpiles must be maintained in quantities sufficient to meet war needs. But when certain food reserves are no longer needed to meet non-civilian requirements, they are released to American consumers. Inventories are constantly reviewed. Thus danger of excessive surpluses to disrupt markets

after the war is reduced and stocks are kept in fresh condition. To prevent deterioration in Government owned foods...particularly of a perishable nature...the War Food Administration "turns" its stock, which is an established trade practice.

As a result of this policy, the War Food Administration sold back into civilian trade channels more than 15 million dollars worth of food during May and June. The list included canned fruits and vegetables...dried fruit...dairy products...eggs...beans...peas...rice...fish products...and Irish potatoes for manufacture of starch.

Occasionally the inventory reveals relatively small lots of food which are "out of position" for Government use. This means...for example...that food sent to one part of the country for shipment overseas may be released to the trade because of changed shipping schedules.

Some of the stocks released were built up as a result of purchase under price support programs...which the War Food Administration has undertaken to encourage production and to assure adequate supplies. These purchases are made during the period of peak production, and as production declines and the market can absorb the commodities they are fed back to consumer channels.

The War Food Administration's Office of Distribution, through its Sales Division, is attempting to make use of established

normal trade channels to release food stocks for civilian use. Generally, the original packer is given the first chance to buy back food stocks. Any balance not sold in that manner is distributed through other usual trade channels.

Marketing Plentiful Foods

Although American produced food can not always fill every wartime demand put on it by civilians, our Armed Forces and Allies, there are periods of market surpluses...at least seasonally and locally.

This periodical abundance may be due to particularly favorable growing weather and above normal yields...or a crop may be overplanted because the year before there was a below average yield and prices at the market advanced. Or, sometimes storage and transportation facilities are limited.

The Office of Distribution, War Food Administration, has been assigned the job of seeing that food produced on American farms is available at the place it is needed at the right time and in the proper form. When there are plentiful foods...especially perishables...the War Food Administration attempts to see that they are consumed fresh...or canned and stored for future use. This not only helps to assure adequate diets for the civilian population the year round, but provides the American farmer a market.

To keep the American public informed as to plentiful foods, the Office of Distribution issues a weekly check list...also an advance list of foods, likely to be plentiful for the month ahead.

Market news reporters at the most important terminals issue daily and weekly reports of the amounts, quality and prices of fresh produce. Regional and District offices of the Office of Distribution call attention to the supplies of food in their areas. Local nutrition committees are provided with food supply information in order that they may contact consumers in various ways.

And whenever a commodity promises to be so plentiful as to require a special drive, a fact sheet is prepared and sent to other Government agencies, to the trade and various other groups who might help on the program.

FRESH FOOD ROUNDUP

Busy homemakers can take it easy these days...when it comes to planning menus....because summer fresh vegetables are hitting their peak seasons...giving plenty of choice for variety. Sweet corn's at its best...in quality...price...and supply. Whether its served on the cob...cut off and fried...or mixed with its side-kick okra in succotash...it's a good bet for the thrifty homemaker. And that okra is fairly plentiful this week, too...reasonably priced, and of generally good quality.

Another good vegetable hitting its peak production season is squash...and it's one of the lowest priced vegetables on the markets. Field peas, at their peak, are plentiful...and reasonably priced. Irish potatoes continue in moderate supplies at moderate prices. And there're enough leafy greens available to keep every one supplied with the first two of the Basic Seven food groups needed.

Cabbage, though a little light in supply, is reasonably priced. And since this vegetable is one of the best for crunchy summer salads...you might give your listeners a few suggestions on different combinations...such as chopped cabbage and cucumbers...or radishes...green onion tops...or carrots. Or they can quarter tomatoes and stuff with cole slaw. Those tomatoes are still a little high priced for the best quality. Snap beans continue in fair supplies at reasonable prices, though the quality varies considerably, so you might remind your homemakers to look for pods that are bright green...clean...and free from blight spots when they're selecting them at the grocer's. If the pods don't snap easily...they're likely to be wilted...stringy or tough.

Peaches got first honors in summer desserts these days...now that they're at their peak season. And they're just about half the price they were selling for last year. Varieties available are mostly Elberta's...and some Hale's. Heavy supplies of water-melon are competing with those peaches for favorite fruits now...and they're lower priced than they have been. For luxury items...there're a few apples...just beginning to come in...scattered lots of plums and cherries. Cantaloupes are at their most plentiful for the season...though they're due for a decline in quantity after next week.

* * * * *

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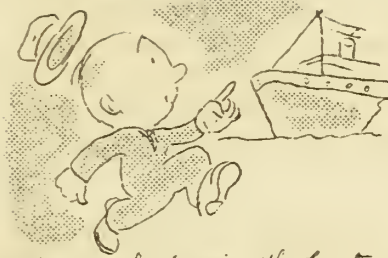
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Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

Atlanta 3, Georgia
July 22, 1944

A FLAG MARKS THE SPOT



*They're not missing the boat...
when it comes to good
production...*

Food processors who have gone ahead to set records in quality and quantity of production, despite wartime difficulties, are receiving the War Food Administration's "A"-award for achievement.

At present, 172 food processing plants across the country are flying the "A" award flag which represents the same high standards of work for food processing as the Army-Navy "E" award does for industrial production.

The verdant green background of the flag symbolizes the agricultural base of the food processing industry. The center design...a circle formed by a head of wheat on one side and a steel gear on the other...signifies full agricultural production. Within the circle is the blue "A" for achievement. A white star in the upper left hand corner of the flag indicates a year of outstanding accomplishment.

The flag must be won anew each year. However, once a plant gets recognition, it strives to maintain a high record of production in order to be eligible for a new flag. Each successive flag carries an additional service star in the left hand corner...one for each year the award is granted.

The flag was designed to represent the cooperative spirit of the plant as a whole. A pin has also been designed for employees to wear as their

**War Food Administration
Office of Distribution**

personal symbol of cooperation. The pin bears the central device carried on the flag and the words, "Achievement Award - Food Fights for Freedom". Over 100,000 food processing workers in the United States have earned these pins.

Nominations for the "A" award are originated by Regional Directors of the Office of Distribution, War Food Administration...or by commodity branches of the Office of Distribution in Washington, D. C. Any employee of the Office of Distribution may also propose a plant for consideration. An Awards Board then considers the nominations and recommends final action to the Director of Food Distribution.

Both the War and Navy Departments have expressed their desire to have a part in awarding the "A" to outstanding food processors. Therefore, an army or navy officer makes the presentation of the flag at a special ceremony at the recognized plant.

VITAMINS: LOST, STRAYED OR STOLEN



*they won't be lost...
if these directions
are followed...*

Fresh air and water are good for man and beast...but not for the life of a vitamin.

The homemaker who wants to assure her family vitamins in proportion to the vegetables and fruits consumed must buy only the amount of perishable foods her family will eat. The longer vegetables and fruits stay in the market and in home storage, the more vitamins lost.

Vitamin C is easily destroyed. Heat and air are two of its common enemies...and water will dissolve it. So even though some of the greens, which are relatively good sources of Vitamin C, may seem dirty when they come from the garden, they should not be soaked in water. Wash them quickly in one water bath. Lift them out and place in fresh water. By several quick rinsings, the grit and dirt will sink to the bottom of the basin and the vegetables will not be bruised or crushed. Because crushing, too, is another way to lose some of the Vitamin C.

When cooking fresh greens use just enough water to keep them from sticking to the pan. By cooking vegetables in briskly boiling, slightly salted water, Vitamin C is retained longer...but remember to use as little water as possible.

The less cut surfaces there are, the less vitamins will be exposed to water and air. Cut vegetables in large pieces rather than small ones...or better yet, boil them with skins on.

Vegetables that are to be grated or diced should be fixed just before using. Cole slaw...for example...should be shredded at the last minute, so that the air will not have much time to

destroy the Vitamin C. Vegetables that are shredded lose less vitamins than those that have been chopped. The use of a plastic knife for shredding results in less vitamin loss than using a metal one.

Thiamin, riboflavin and niacin...three of the B Vitamins, are soluble in water also. Foods rich in these vitamins should not be soaked, and the liquid in which they are cooked should be used.

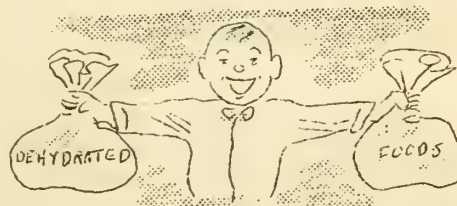
There is a knack of preparing frozen foods in order to keep the vitamins, too. Keep them frozen hard until you're ready to use them. Vegetables should be placed frozen into slightly salted, boiling water.

In canning, acid fruits and tomatoes retain their Vitamin C better than do non-acid vegetables. A good bit of the B Vitamins dissolve in canning, so if the liquor in the jar is not used, much of this vitamin value will be lost.

Whether foods are canned, frozen or dehydrated, there are several points to remember if vitamin value is to be retained. Select produce of prime quality and maturity. Second, prepare food immediately before it has time to deteriorate. Use product within a year, if possible, from the time it was prepared.

FEATHERWEIGHT VEGETABLES

From January through June of this year, 120 million pounds of dehydrated vegetables have been produced to meet the immense needs of war...90 percent of this output going to the Armed Forces and countries under Lend-Lease.



a gold mine...when it comes to saving food...and cargo space...

While there were only 18 vegetable dehydration companies in the United States at the beginning of the war, there are now around 150. Dehydrated foods have played an important role in this war because they save cargo and shipping storage space. In addition, dried foods keep well and retain much of their original food value, flavor and texture.

Vegetables for dehydration are cut into cubes, strips or shreds. Then they are placed on trays or conveyor belts and either dried in cabinets or run through drying tunnels. The drying time ranges from eight to fifteen hours...the principle being to dry the vegetable from the inside out. The exterior of the vegetables is kept moist by controlled humidity in the drier until the inner product is of a desired temperature. Most of the water is evaporated in the early stages of drying and then the heat is decreased.

As you may know, vegetables are 75 to 95 percent water. At the end of the dehydration process, this water content is cut to as

little as 5 percent, and the vegetables shrink from one-third to one-sixth the size when fresh. This method of processing cuts weight even more than bulk...to one-tenth that of the raw product.

As soon as the water has been evaporated, the vegetables must be sealed immediately. The development of the container industry for dehydrated vegetables is almost as important as the dehydration itself. The container must be moisture, air, vapor and grease-proof. It must be odorless, tasteless and non-toxic. Besides this, it must be strong and durable, immune to insects and corrosion. Most of the dehydrated vegetables are at present packed in five-gallon tin containers. Two of these containers are packed in a wood or fiber outer shipping case which is reinforced by metal strapping for shipment overseas.

Dehydrated carrots...onions...turnips...white and sweet potatoes...cabbage...and beets taste about the same as fresh stored vegetables when they have been reconstituted with water. Others take on an entirely new flavor when dried.

As for food value, freshly dehydrated vegetables contain about the same amount of protein, starch and sugar as fresh or canned vegetables. Some of the vitamin value is lost but this factor is being overcome as the dehydration process is improved. The faster the water-evaporation, the less vitamin loss there is.

Old Story in New Form



The Indians did it...

Dehydration as a method of food processing is old. The Egyptians dried foods thousands of years ago. The American Indians were drying corn, meat and fish long before the white men came to this country. Their pemmican was made from strips of buffalo meat which was beaten until crumpled. The Indians added melted tallow to these meat crumbs and the mixture was stored in leather bags where it would keep for long periods. Our New England forefathers took a tip from the Indians and dried corn, fruit and codfish. In fact, drying codfish for export was the first commercial food industry of North America. Dried vegetables were used

during the war between the States. At that time, "dessicated vegetables"...as they were called...meant added nourishment and lighter packs for the soldiers. And when the Klondike gold rush was on, part of the grub supply for miners was dried potatoes. Then during the last World War, 9 million pounds of dehydrated foods...mainly potatoes and soup mixtures...went overseas to our forces.

SOUP IN DRY FORM

Dry mix and dehydrated soups have appeared regularly on the plentiful food lists for civilians this year. Since these dry soup mixes have come into volume production only since the beginning of the war, they are still unknown to many consumers.

The homemaker who lacks time to prepare soups at home will find the dry-mix and dehydrated soups a convenience food. These soups are packed in paper bags or boxes and the small package is usually sufficient for four to six servings. For preparation, water or milk is added, and after a few minutes of simmering the soup is ready for the family. However, the homemaker should follow directions on the box since each manufacturer has tested his own product for best results.

At present there is a great difference in the quality of the different brands of dry-mix and dehydrated soups. Some consumers may have tried brands that were not palatable and as a result have not made additional purchases.

Since these soups under present packaging stay at peak quality only about six months, freshness is one of the prime considerations when purchase is made. Consumers should select the freshest looking packages and get acquainted with the fast-moving brands.

These dried soups grow stale in grocery stores and in homes; so they should not be purchased too long ahead of using time. And all the contents of a package should be used immediately when the package is opened. Some concerns code their packages on date of manufacture and systematically supply distributors with fresh stocks. By removing from shelves the over-age stocks, they assure the customer a product of high quality.



*A good substitute
for home-made
soup.*

The nutritional value of these soups is largely that of the chief ingredients...cereals, legumes or vegetables.

About 75 percent of the dry-mix soups manufactured at present have a cereal base and are the chicken noodle or beef noodle variety. In the remaining 25 percent produced, legumes or vegetables are the major ingredients. A few of the legume dry-mix soups have a soybean base. Pulverized peas and beans are the major ingredients. For food value, these dry-mix soups made with legumes are the most significant. The vegetable dry-mix soups are made from a variety of dehydrated vegetables, a few with a soybean base. Dehydrated carrots and white potatoes are the principal vegetables used.

Dehydrated soups for civilian use are made from vegetables and other products which are combined into a liquid soup and then dehydrated. This variety, which represents less than 2 percent

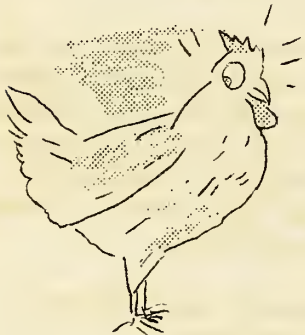
of the total dry soups manufactured, is used chiefly as baby food.

WARTIME FOOD REPORT

Now that the combined food board has released its pioneer report on the food supplies of the United Kingdom, Canada and the United States, comparisons can be made between current and pre-war eating habits in the three countries.

Checking on the milk supply, the report shows that in 1943, Americans were using about 16 percent more milk and milk products (excluding butter) than before the war. Canada, too, has been using more milk than before the war, but the Canadians do not eat much cheese. English consumers are eating more than twice the amount of cheese that Americans eat and more than three times as much as Canadians. But they are still getting 25 percent less milk and milk products than we are.

Americans have fared well at the meat course, having received on the average of 141 pounds of meat per person last year. Before the war the average per capita consumption was 134.9 pounds. The average Canadian got about 134 pounds of meat in 1943 and the average Britisher got only about 107 pounds.



Amazing is the fact that before the war, Americans were eating 5 times as much poultry as the British, and now we're actually consuming 12 times as much. England's fish consumption is still double that of Canada and the United States. In terms of both poultry and fish, the average Britisher got only 18 pounds while the average American got about 28 pounds.

All American favorite...

England's supply of eggs is only about one-half that of the United States.

There, the consumer received about 29 shell eggs last year. Dried eggs, obtained through lend-lease, are helping to fill in the gap.

As far as lard and shortening and other fat-bearing foods are concerned, English supplies are seriously deficient...15 percent less than America's. The English have always eaten more butter than Americans, although not so much as Canadians, who are the biggest butter eaters in the world.

In the U. S. our fresh fruit production is limited only by weather and crop yields. During the war, our consumption of

Tomatoes and citrus fruits increased by 16 percent. Total citrus fruit and tomato supplies averaged 103 pounds per capita; and other fruits totaled about 104 pounds per capita. Each Canadian got about 62 pounds of tomatoes and citrus fruits, and about 72 pounds of other fruits last year. In Great Britain expectant mothers and infants have had an adequate supply of fruit juices, but to the ordinary consumer a glass of fruit juice is a rare treat which only comes once or twice a year. English housewives are finding potatoes a poor substitute for citrus fruits, even though potatoes contain vitamin C.



Important... whatever nationality...

With all her imports cut off, Canada has been forced to rely on her own short growing season for her vegetable requirements. Her supplies of green and leafy vegetables averaged 33 pounds per capita. The British have a program similar to our victory gardens, which they call the "Dig for Victory" campaign, that has been so successful that England now has vegetable supplies large enough to insure every one 133 pounds of green vegetables. This is 42 percent larger than that of the United States.

In contrast to the food supplies in these three countries here are the amounts of food allowed the average consumer in Germany each year: 28 pounds of meat... 23 pounds of fat... 26 pounds of sugar... and 26 quarts of skimmed milk. Food rations in most of the occupied countries are even lower.

* * * * * CONSERVE THAT PAPER * * * * *

* The scarcity of paper bags and wrapping paper is *
* still a problem...and one that warrants plenty *
* of attention. So you might keep reminding your *
* listeners that they can do a lot to help by *
* saving these bags when they get them home from *
* the grocer's...and taking them back again on *
* their next shopping trip. This year's produc- *
* tion is considerably less than last year's... *
* and last year was around 20 percent below 1942's *
* production. Now, one new bag...or piece of *
* wrapping paper...must do the work of three or *
* four available before this country went to *
* war. So it's up to the homemaker...as well as *
* her grocer...to do what she can to alleviate *
* this situation. *
* * * * *

FRESH FOOD ROUNDUP

Fruit salads...fruit cocktails...fruit cobblers...short cakes... and other desserts...should be getting a lot of attention from most homemakers these days, with a better fruit season than last and with production at its peak on some of the favorites. Peaches, of course, are in the line light...with the peak season all over the South right now, and with prices just about half what they were this time last year. Varieties in greatest abundance are Elberta's. Watermelons, another summer-time favorite, is at its peak now, too...with supplies more plentiful than they'll be all year. Prices are moderate...but you might remind your listeners that now's the time to serve this often... as the season's due for a decline shortly.

Lemons are plentiful...and adequate supplies of oranges are rolling in from the West. Heavy supplies of cantaloupes continue on the markets, although this fruit is a little past its peak. Only a few apples are available as yet, and not many are being transported any distances so far. Another luxury item are grapes...in light supply and high priced, but of generally good quality.

There's good news in the vegetable line too...with enough varieties in plentiful supplies to make menu-planning easy for the homemaker these days. Plenty of snap beans...in their mid-summer peak season...are selling at prices that should suit the thriftiest of budgets...and they're of generally good quality. Butter beans are more plentiful than they've been recently...and cabbage, though light in supply, is adequate for the light demand for that vegetable.

Fairly plentiful supplies of sweet corn are selling at reasonable prices...as are light supplies of okra. With that okra, you're homemakers will want some tomatoes...and those tomatoes are in good supply, though quality is only ordinary to fair on most of them, and the best quality is still demanding a good price. Squash is plentiful and relatively cheap...as are field peas and dry onions.

* * * * *

* The Fresh Food Roundup is based on *

* general supplies and movements of fresh *

* fruits and vegetables. It's advisable *

* to check on local markets to make sure *

* these products are available in your *

* community. *

* *

* * * * *

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CURRENT SERIAL RECORD
SEP 7 - 1944
U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

Atlanta 3, Georgia
July 29, 1944

MILK SUPPLIES FOR AUGUST



*huh... and what would
you do without me?*

American consumers will be able to buy about the same amount of milk, chocolate milk...buttermilk...and cottage cheese during August as they purchased in July. They will be getting less cream, though, because of the short supply of butterfat.

War Food Order 79...issued by the War Food Administration...permits dealers to sell 100 percent as much fluid milk in August as they sold in June, 1943. Their quota for milk by-products is 90 percent of June 1943

sales, and the quota for cream is 75 percent of the same base period. The reduction in the amount of cream which may be sold (the quota being 90 percent for July) is necessary to help with butter supplies. Butter production during the first five months of this year has run more than 80 million pounds less than during the same period in 1943. As a result the ration value on butter has been increased from 12 to 16 points, and butter supplies will be tighter this fall and winter.

Conservation Program

You may recall that the milk conservation program was developed last fall. At that time it became apparent that the growing increase in domestic fluid milk consumption would reduce the amount of milk going for the manufacture of cheese...butter...evaporated milk...and milk powder needed to meet essential

**War Food Administration
Office of Distribution**

military and civilian requirements. To avoid rationing, fluid milk sales were stabilized at the June 1943 level... a record month for civilian milk purchases. Any milk produced above the quotas then went into manufactured dairy products.

There are 35 market agents administering the milk conservation program in metropolitan areas throughout the United States. During the season of increased milk production they could increase the national quotas wherever the supply and limited manufacturing facilities warranted any increase to save milk. This authority will expire at the end of July because milk production has now started its normal seasonal decline...10 percent less is expected in August than in July.

RECIPE - MENU CONTEST POLLS FOOD INTEREST

In the February 5 issue of Radio Round-up we told of a victory recipe -- menu contest being sponsored by the American Federation of Labor, with the cooperation of the Nutrition Programs Branch of the War Food Administration. The contest ended May 31 and winners of the \$700 in War Bonds and stamps were recently named.



He might well borrow an idea from these homemakers.

The most heartening result of the contest was the increasing nation-wide interest shown in good nutrition. Thousands of entries were received, with 31 states in the union represented. The contest was unique in that the participants not only were required to submit a recipe for the main dish at dinner, but also menus for all meals for one day. To win a prize, the author not only had to have an outstanding recipe...but the menus had to include the basic seven food groups which scientists tell us

should be eaten daily for good health. The contest was cited in the Congressional Record as a notable contribution to the war effort on the home front.

There were five kinds of recipe - menu combinations on which a participant could write.

1. A no-ration point recipe (some food items in the menus for the other two meals could require ration points.)

2. A low-point main dish recipe (some food items in the menus for the other two meals could require ration points.)
3. A quick-cooking recipe which could be prepared in less than half an hour.
4. A recipe for a foreign dish...such as goulash or chop suey...which would be easily acceptable to the American public.
5. A recipe for a new food...such as soy-beans...tastefully prepared.

The five winners of the first prizes...a \$50 War Bond each... were Sarah M. Wartcki, Cincinnati, Ohio, (no-ration point recipe). Dorothy Goudek, Milwaukee, Wisconsin, (low-point recipe). Mrs. Clarence Voges, Medford Hillside, Massachusetts, (A quick cooking recipe). Mrs. Margaret M. Morris, Garret Park, Maryland, (A foreign dish) and Mrs. Martin Stockey, Virginia, Minnesota, (A new food).

Second and third place winners in each type of recipe - menu were awarded \$25 War Bonds. In addition, \$5 in war stamps were awarded to forty contestants, eight in each recipe group. Eighteen entries received honorable mention, which brought each author one dollar's worth of war stamps.

The recipes and menus were examined by a panel of judges, each a nationally known authority on food. Miss Melva B. Bakkie, National Director of American Red Cross Nutrition Service; Miss Edith M. Barber, Columnist and Author of a Cookbook; Miss Nell Clausen, President of the American Dietetic Association; Miss Ida Jean Kain, Lecturer and Author of a Syndicated Column; Dr. Louise Stanley, Chief of the Bureau of Home Economics, U. S. Department of Agriculture from 1923-43; Mrs. Herman H. Lowe, President of the American Federation of Women's Auxiliaries of Labor; and Dr. Mark Graubard in charge of Labor Education in Nutrition, War Food Administration.

In response to popular interest, the American Federation of Labor will soon issue in booklet form, for free distribution, all the winning recipes.

"RELISHING" THOSE MEALS

Pickle and relish preparations are literally taking over the kitchen of many an American home these days. This year with a large amount of the commercial stock of pickles going to the Armed Forces, more women will want to put up pickles and relishes at home.

There are many kinds of pickles. We usually think of pickles as cucumbers of various sizes. Actually...the term pickles refers to any vegetables or fruits that have been preserved in vinegar...salt...mustard...or other spices. Easiest to make at home are fruit pickles...peaches, crab-apples, pears, etc. These fruits are left whole and simmered in a sweet-sour sirup. Then there are quick-processed pickles made from vegetables which are salted down over night and combined the following day with boiling-hot vinegar and spice. Dills, old-fashioned cucumber slices, and piccallili are also favorites made at home. Last are the relishes...such as tomato catsup, chili sauce, and chutneys made of vegetables or fruits, chopped and seasoned, or cooked down to a spicy sauce.



*He relishes a
little relish... too...*

Pickles and relishes are not important for their food value, but they do provide variety in flavor and texture of food. Because of their spicy contrast to more bland foods they are considered important enough to send to the Armed Forces...even in food supplies going to the front lines.

If broadcasters wish to recommend dependable pickle and relish recipes to their listeners, there is a new government bulletin off the press. It's called "Pickle and Relish Recipes", and was prepared by Home Economists in the U. S. Department of Agriculture. A free copy may be requested from the Office of Information, U. S. Department of Agriculture, Washington 25, D.C.

FOR THAT SOUR NOTE

As pickles, catsup and certain processed foods require vinegar both as a preservative and for flavor, the consumer may be interested in a few of the sidelights on the manufacture and supply of vinegar.

The two principal types of vinegar used in America are cider and white distilled vinegar. Cider vinegar made from apples has been less plentiful this year because of the small apple crop in 1943. Distilled vinegar, made from alcohol, molasses or grain, has been limited since the war because of the need to conserve these ingredients for military uses.

At the same time, demand for both types of vinegar has been higher than normal during the last two years due to increased quantities required for home canning and for the manufacture of commercially processed foods. This demand tended to deplete the normally large stocks of vinegar, and inventories in late 1943 were reported to be the lowest in 25 years.

To assure adequate supplies of vinegar for industrial use and home canning in 1944, the War Food Administration, months ago took steps to increase the production of distilled vinegar which would supplement the shorter supplies of cider vinegar.

Upon recommendation of the War Food Administration, the War Production Board amended the Molasses Conservation Order. The change permitted molasses-using vinegar manufacturers to get 130 percent instead of 110 percent of their base period allotment of molasses for vinegar production.

Secondly, the WPB, on recommendation of the War Food Administration, granted alcohol-using vinegar plants 130 percent instead of 110 percent of their base period use of alcohol for vinegar production. The WPB also agreed to grant special allotments of alcohol to regular cider vinegar producers to enable them to produce distilled vinegar if their plant facilities permitted.

*STOP! LOOK!
Be sure of what you have.*



Nothing to Worry About

With these three actions vinegar production was maintained at a much higher level than would have been possible otherwise. Consequently, adequate supplies of this preservative for cucumber pickles, tomato catsup, salad dressing, pickled meat and fish and home cooking are assured for American housewives and industrial users this year.

Homemakers purchasing vinegar for home canning should observe carefully the acetic acid content listed on the vinegar bottle label. Under the Federal Food Drug and Cosmetic Act, all vinegar must have a strength of at least 40-grains...or 4 percent acetic acid. This requirement is the housewife's protection against a watered vinegar. Good cider vinegar usually averages 50 grains...5 percent acetic acid...in strength. These differences in potency become important when canning, as recipes may need to be interpreted accordingly. The label must also state whether the vinegar is distilled, cider or mixed. Distilled or cider vinegar may be used interchangeably unless the homemaker prefers the apple flavor of cider vinegar.

WHAT RUSSIA EATS

How our allies live...and what their food habits are...become subjects of increasing interest to Americans as the war continues.

Your listeners may be interested in knowing what Russians eat, day after day...and how they struggled to keep going when a rich share of their agricultural lands fell to the Germans.

Dr. Mark Graubard, a Bio-chemist with the War Food Administration, has studied the food habits of peoples over the globe, including Russia. He points out that the Russians have depended mainly upon black bread, potatoes, and cabbage for their subsistence these war years.

Potatoes are the mainstay for many meals. They are usually boiled in their jackets and eaten with "borstch"...a Russian soup. Borstch may be made with a beef stock base if the Russian housewife can get meat. But meat is very scarce; so more often this soup is made of onions, cabbage, parsley, beets or tomatoes.

Their Favorites Fit Basic Seven

Russians like a wide variety of fruits and vegetables. And unless the skin or rind is inedible, these fruits and vegetables are seldom pared. Raw vegetables are favorites, and children frequently munch on carrots and cucumbers. Onions and young sugar beets are also preferred raw.

When the Russians have the time and opportunity, they raise truck gardens. But since they don't have the equipment for canning that Americans have...and since there is little commercially canned food available...the Russians store their garden produce in cellars. Certain fruits...like apples and pears...are also stored in these cellars. As a result, country folk eat better than the city dwellers, because they can raise much of their own food.

With beef scarce, Russians eat large quantities of fish, usually sardines and salted herring. A favorite meat dish is made from pigs' or calves' feet...cooked and jellied. Sometimes hard cooked eggs are sliced into the meat stock before it jells. Poultry and eggs are not generally found on the markets now.

Butter is almost unknown to most Russians as a spread on bread. Any fat the home-maker can get is used in cooking. Bread is spread with jam, often made from plums. Of course, sugar for jam making is very scarce in Russia now.

Russian bread is ordinarily made from rye, but it doesn't look like our rye bread. It's very dark, heavy and sour. The whole grain is used to make the bread which accounts for the color. Russians don't refine their cereal foods as Americans do.

Milk is given to children, but rarely drunk by adults. Cottage cheese mixed with raw vegetables and soured cream is a favorite dish, and sour milk is often eaten with a dish of potatoes.

An interesting dessert that is served in Russia is made by cooking carrots with sugar and spices. Desserts of any kind are a holiday "special" in Russia.

FOOD GOALS AND ALLOCATIONS

Through a system of food production goals and food allocations, the War Food Administration is working to see that needs of civilians, the Armed Forces and our Allies are fairly met.

Production goals are established by the WFA on various crops and commodities in line with the needs of the various claimants. The goals must come before allocations are made because it takes time to grow crops. At best the goals can only provide a rough idea of what is needed in production. But without them the farmers and cattlemen would operate in the dark.



*if we grow so much,
we shall be so big...*

Allocations deal more with the distribution of the commodities produced within these goals. In making allocations of food to this group or that, the War Food Administration plans in terms of a year's supply and makes tentative allocations for such a period. But with weather and crop yields and changing war requirements entering into the production picture, the WFA does not make allocations definite for such an extended period as a year. So allocations made to all groups are reviewed every three months. By this method, the WFA bases its allocations closer to actual supplies available. Also, it can make any necessary adjustments...up or down the scale of production...as a means of providing the food producer and processor with some knowledge of the job ahead.

*
* Some experts say that freezing is THE coming meth- *
* od of food preservation after the war. True or not *
* we're enclosing a couple folders, one on freezing *
* fruits and vegetables, the other on freezing meat *
* and poultry products, for your inspection. If you *
* want more copies write to us here in Atlanta. *

FRESH FOOD ROUND-UP

Hot wet weather may be bad for the disposition, but it's mighty good for gardens and truck farms. You can tell your listeners to let their can-opening wrists rest awhile and take advantage of the many good buys of fresh fruits and vegetables the weather is sending to market these days.

First on the list of plentiful vegetables is lima beans. They're coming to market in moderate to liberal supply, good quality and they're lower in price than they have been at anytime this year. You might suggest to your non-gardening variety of listeners that now's the time to buy lima beans for canning--get 'em fresh, get 'em young, and can 'em right. They'll be mighty good come wintertime.

As for snap beans, they're holding their own with the best of buys these days. They're here in good supply, good quality and low price. Pole beans aren't as plentiful as they have been for the past few weeks.

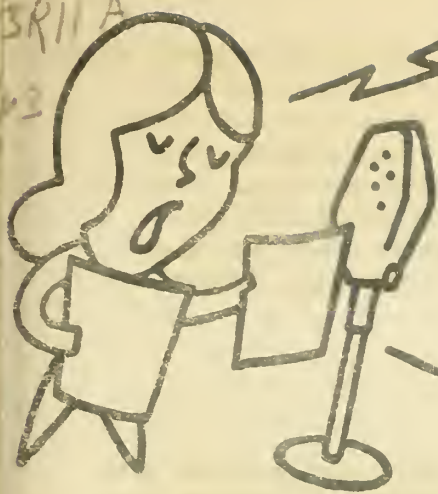
While the supply of cabbage is light, the price is very reasonable and the homemaker with an eye to cooling meals will want to use what she can get in cole slaw or vegetable salad. But talking about cheap vegetables, that boon to the working girl who keeps house, squash, is about the cheapest vegetable around. It's plentiful too. Squash takes neither time nor effort to cook and as you well know, when you serve it, you've served something good.

Let's see, where are we? There's lima beans, snap beans, cabbage and squash. Oh yes, and a fresh food round-up wouldn't be complete without a mention of sweet corn. Come to think about it, a week's menus these days wouldn't be complete either unless fresh corn were somewhere on it. Sweet corn is low priced now and the thrifty homemaker will want to satisfy her family's taste for roasting ears while the price is favorable.

On the fruity side of the round-up... Everything's peachy. Most everything...anyway. The Carolina's are just hitting their stride in sending peaches out. Georgia's season is almost over but peaches are plentiful. They're delicious. And they aren't expensive. As for the melons...the supply of both watermelons and cantaloups is liberal. But it's due to slacken in a week or two. So you'll probably want to tell your listeners to enjoy ye watermelons while ye may.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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SEP 2 - 1944
U.S. DEPARTMENT OF AGRICULTURE

Atlanta 3, Georgia
August 5, 1944

Radio Round-up *on food...*

A Service for Directors
Of Women's Radio Programs

WHERE THE ICE CREAM GOES



Perhaps your listeners are having a bit more trouble getting ice cream than they did before the first of August. That's because less ice cream is being made now than was made in May, June and July. During the past three months milk production was high and the amount of ice cream was increased over previous months, even over the amount made during the summer of last year.

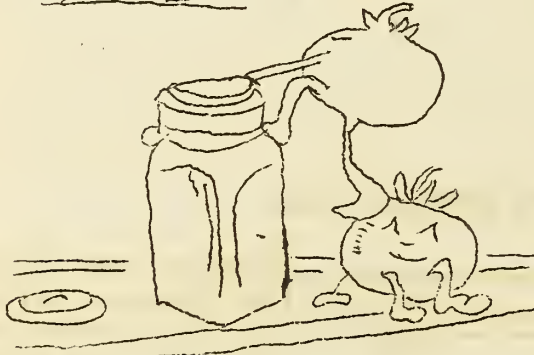
Now milk production's declining seasonally, and war demands for exportable dairy products...such as butter, cheese, milk powder and evaporated milk...continue to climb. As a result, the War Food Administration restored the restrictions on the use of milk in ice cream which were relaxed during the three months of flush milk production. These limitations, contained in War Food Order No. 8, say in short, that manufacturers may now use only 65 percent as much milk solids in frozen dairy foods as they did during the corresponding month of the base period (December 1941-November 1942).

The order limiting the use of milk in ice cream is one of the conservation measures necessary to see that enough milk gets to creameries, cheese factories, powder plants and condensaries. Milk's needed in these plants for the production of more important dairy products for war uses and to meet essential civilian needs, too. In the summer the need for diversion is not so great. Enough milk's produced so that

**War Food Administration
Office of Distribution**

sales restrictions on fluid milk can be relaxed, and manufacturing plants still get practically all they can handle. When the cows give less milk, the output of dairy products would decline more than seasonally if some check weren't placed on fluid milk uses. In addition, war needs for manufactured dairy products are constantly growing. When soldiers are in training at home they can be given fluid milk to drink, but overseas they must get their milk in some other form...a form which will withstand long storage, difficult shipping conditions and often actual combat conditions.

TOMATO TIME ALL YEAR 'ROUND



Why? Because tomatoes add vitamin value, flavor, and color to meals.

Ways of using tomatoes are practically unlimited, too. Slice them ripe, fresh from the vine...put them up plain, or as juice, catsup, or chili sauce...or cook them green for pies and pickles.

As for food value, one good-sized, vine-ripened tomato furnishes about half of the day's quota of Vitamin C, as well as a generous amount of Vitamin A.

Keep on urging your listeners to can as many tomatoes as possible now to supplement the 1944-45 commercial pack. The supply of canned tomatoes in grocery stores this winter and next spring will be considerably less than last year, due to higher requirements for military and export purposes.

Tomatoes are one of few vegetables that retains Vitamin C when canned. So home canning now assures the consumer of Vitamin C for meals later. Home economists in the U. S. Department of Agriculture recommend the boiling water bath method. Any big, clean vessel will do for the boiling bath. It should have a good lid and be deep enough so that the water can roll and bubble over the jar tops. The homemaker who is canning extra tomatoes as they come fresh from the victory garden, may find a kettle holding two to three jars big enough.

Since many civilians rely heavily on tomatoes for their Vitamin C requirements, the home economists in the Department of Agriculture have prepared a booklet, "Tomatoes on your Table", with recipes for fixing tomatoes in numerous ways. Suggestions are given for tomatoes as the main dish with meat, poultry or fish, in salads, soups and sauces, also as marmalades and relishes. Copies of this bulletin are free. Have your listeners request their copy of "Tomatoes On Your Table" from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

CRANBERRIES GO WITH TURKEY

As in 1943, when U. S. service men and women sit down to Thanksgiving and Christmas dinners this year, they'll have cranberries along with their turkey. Folks at home will be having less cranberries than last year, however, because a slightly larger share is going to the Armed Forces. Also, this year's cranberry crop of 53 million pounds is about 16 million pounds short of the 1943 production.

Because the prospective crop is small, it is necessary for the War Food Administration to allocate the available stocks equitably among the military, civilian and export claimants. U. S. military and war services are expected to receive about 17 and $\frac{2}{3}$ million pounds... or 33 percent...which amounts to slightly over 4 million pounds more than they received last year. U. S. civilians have been allocated 32 and $\frac{3}{4}$ million pounds, nearly 62 percent of the crop...or about 24 million pounds less than last year. About 5 percent...2 and $\frac{1}{2}$ million pounds...will go to our territories, Allies and other exports...the same amount they received last year.

The current allocation includes fresh, canned and dehydrated cranberries, out of the year's production of 53 million pounds, about 15 million pounds will be dehydrated. This entire pack of dehydrated cranberries will go to the Armed Forces, as the only claimants requesting them in this form. Of the 7 and $\frac{1}{4}$ million pounds to be canned, civilians will receive 6 and $\frac{1}{4}$ million pounds, the Armed Forces 588 thousand pounds and our Allies and territories about 451 thousand pounds. Of the 30 and $\frac{3}{4}$ million pounds available in fresh form, 2 million pounds will go to the Armed Forces, 26 and $\frac{1}{2}$ million pounds to civilians and slightly more than 2 million pounds for export purposes.

THE MAN WITH THE CHICKENS

The poultry industry is young, commercially speaking, but it has done a greater wartime job than it was called upon to do. C. W. Kitchen, Deputy Director of the War Food Administration, speaking at a recent convention of poultry associations in Chicago, reviewed the development in the industry, and praised poultry producers for the enthusiasm with which they handled a wartime assignment.



KEEP THEM IN LINE
WITH PRODUCTION GOALS

For three successive years, egg and poultry production has broken records. A comparison with wartime production and the pre-war years of 1935-1939 proves this. Production in the pre-war years averaged about 3 and $\frac{1}{3}$ billion dozen eggs, almost 600 (597) million farm-raised chickens and 70 million broilers. In 1943 we had 5 billion dozen eggs...or nearly 50 (49) percent more than

in the pre-war years. Production of chickens was up 42 percent and broiler production had increased 261 percent.

There were enough eggs in 1943 to meet direct war needs, and for civilians to have about 344 eggs each. This meant more eggs than we ever had before and a record supply of chickens and broilers for meat...although not enough poultry to meet the greater buying power of civilians.

When the time came to consider 1944 production, several factors had to be taken into account. Feed supplies in prospect would not support another big increase in poultry production. Also, the experience of 1943 indicated that marketing, storage, manpower and other necessary facilities had been taxed to the near limit in handling egg production in the flush season. So for 1944, the War Food Administration established goals calling for 102 percent of the eggs produced in 1943; 96 percent of the farm-raised chickens and 84 percent of the broilers.

Still the eggs continued to come to market, and production in the first six months of 1944 almost equaled the average annual production for the pre-war years of 1935-39.

When cold storage space ordinarily used for eggs filled to overflowing, many operators of fruit storages who never before had handled eggs made room for more than 2 thousand carloads. Egg driers kept their plants operating to capacity with limited and untrained crews. Egg breakers continued to operate beyond their usual processing season. Egg assemblers handled quantities of eggs they had never dreamed possible. And American consumers helped by increasing purchases and storing additional dozens at home.

As a protection to producers in meeting the production goal, the War Food Administration had earlier announced a price-support program. To carry out this program, the WFA spent about 55 million dollars. This expenditure was necessary to provide a market big enough and broad enough to absorb the tremendous egg supply. With national cooperation, the egg situation was kept under control until the peak egg production season passed.

Mr. Kitchen concluded his remarks by indicating that requirements for eggs and poultry for the next twelve months would be the same as the past twelve. He warned producers not to count too heavily upon extensive use of eggs in supplying food requirements for people in liberated countries.

SHARING WARTIME WHEAT

Americans may take pride in the fact that during this war wheat has not been rationed nor will it be as far as the War Food Administration is able to determine.

The 1944-45 supplies of wheat in the United States will probably exceed one and a half billion bushels. That should meet all essential requirements for the fiscal year beginning July 1 and also provide a substantial carry-over in 1946. Contrast this condition with the one that existed in World War I when we were observing wheatless Wednesdays six months after our country entered the war.



The War Food Administration is looking ahead and allocating supplies in this year of plenty to cover all claimants in case the wheat crop should be short next year. The 1944 wheat supply will be allocated among U. S. civilians, military and war services, our Allies and territories, other friendly nations, and for relief in liberated areas. As all estimates of 1944 production and imports must be based on such uncertainties as weather and shipping conditions, the divisions are tentative. However, the WFA has made definite allocations for the first quarter...July, August, and September.

Of this year's expected supply, 931 million bushels...83 percent of the supply are earmarked for civilian food, feed, seed and industrial uses. The amount of wheat to be used for civilians food for the next 12 months will be 492 million bushels. That's enough to provide each person with 227 pounds of wheat....one pound more per person than in 1943 and six pounds more than in 1939.

Since feed grains, particularly corn, have been in tight supply, the use of wheat as a feed grain will depend on the outcome of the other grain crops. However, the WFA has allocated 100 million bushels of wheat for feed purposes during July, August and September, but only 140 million bushels more for the remaining three quarters of this fiscal year. It is expected that a more normal relationship between livestock numbers and feed grain will have been established by that length of time. In peacetime about 125 million bushels of wheat are used annually for feed...principally on farms where wheat is grown.

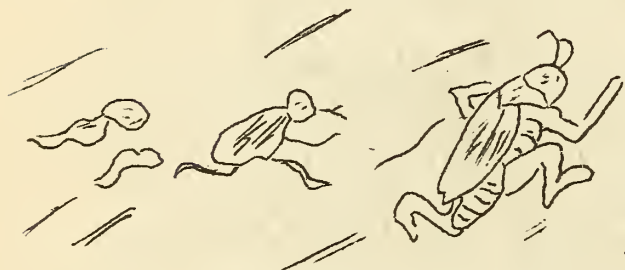
The allocation of wheat for industrial uses during the coming year totals about 118 million bushels, to be used principally for industrial alcohol.

About 11 percent of the supply -- 118 million bushels -- has been allocated to U. S. Military uses, and to the Allies, territories and other friendly nations. About 65 million bushels have been allocated for relief to liberated areas.

All in all, the wheat situation for 1944-45 is a pleasant one to contemplate. On July 1, 1918 the wheat carry-over was 40 million

bushels. The carry-over on July 1, 1944 was about 350 million bushels. Civilians and the Armed Forces have had enough wheat, and flour during this war. And in export these two commodities have waited for ships. Ships have not had to wait for them.

BE SURE IT KILLS 'EM



HELP Keep them ON THE RUN

Tons of vegetables and fruits are saved each year because of the insecticides and fungicides the victory gardener and farmer apply to their garden plants.

When the bug blitz hits his tomatoes and beans, the victory gardener wants a guaranteed insecticide. So behind the representations on the spray and dust levels there must be someone to

check and see if they do what they're supposed to do. Loss of the purchase price for devious or false products is small compared to the loss of time and effort and threat to health in applying them to garden plants or trees. The man behind these insecticide labels is Uncle Sam.

The Insecticide Division in the Office of Distribution, War Food Administration, is responsible for checking all the insecticides, fungicides and disinfectants that move in Interstate Commerce. This doesn't mean that every package is opened or every disinfectant bottle analyzed that crosses a state line. It does mean though that this small division makes a most thorough attempt to bring to light every case where a product has been misrepresented or adulterated.

There are some 12 to 15 thousand brands of these products on the market. Besides bug killers to aid fruit and vegetable growers, there are moth repellents and killers, flea eradicators and germicides. Most of these sprays and dusts are entirely reliable, and if the user follows the directions they will do what the manufacturers say they will. When a product shows up that won't, judgments can be secured against the manufacturer under the Insecticide Act.

REMINDER

Before Mrs. Consumer starts on her regular trip to the grocery store she should grab a basket or bag large enough to hold whatever she plans to buy. The paper shortage is still acute, and will continue to be so. You might stress the fact that conservation isn't urged to save money for the grocer...rather to save paper for war uses. Kraft paper...the kind that's used for making brown paper bags...is particularly short.

IRISH POTATOES HIT THE HEADLINES

It's the "little" ones. Farmers still depend on the weather and this year it hasn't been too favorable for potato development. Result? Many farmers are overloaded with small ones, number 3's, which aren't moving too fast on the market. A bit of "education's" in order... encouragement to housewives to use more small potatoes and help alleviate a threatened food waste.



INTRODUCING HIS SUCCESSORS

The housewife who uses "little" potatoes is showing good sense. She's helping to make use of a source of good food, and she's also being kind to her budget. The small ones, number 2's and 3's, are cheaper.

Many women object to using little potatoes because they're too much trouble to peel. More "education's" in order. Peeling wastes food value...vitamins and minerals...and also wastes time. Pared potatoes lose 24 percent of their calcium and $10\frac{1}{2}$ percent of their iron, along with plenty of C and other vitamins.

There are many good ways baby spuds may be used after cooking in their jackets.. Here's a suggestion we got from a busy woman physician. Scrub the potatoes thoroughly, cook until tender, put through a potato ricer with the skins still on, season and serve hot. The bits of brown skin in the mashed potatoes are not at all objectionable. If the potatoes must be used without the skins, first boil in the skins, cook, skin and then use for potato salad, hash browned potatoes, potato soup, cottage fried potatoes or some other favorite potato dish.



Remember, peeling potatoes takes away almost a fourth of their calcium and over a tenth of their iron. It also gets a big percentage of the B and C Vitamins, and allows still more of the minerals and vitamins to be dissolved into the cooking water. Remember too, if the little ones aren't used they'll waste... And food still fights for freedom.

We can't afford to let it waste....not even the lowly potato. You'll be able to greatly help a serious situation by plugging hard on little potatoes.

FRESH FOOD ROUNDUP

"Going hup!" But slowly. That's the trend of the Southeastern fruit and vegetable market this week. There's a slight rise in the price of a few fruits and vegetables over the past weeks, but so slight that it's hardly noticable.

Your listeners should still be able to find plentiful supplies of lima beans in the grocery stores for a very reasonable price. The quality's generally good. But lima beans are one of the vegetables that will most likely start rising in price soon. The active season for them's about over.

Moderately priced snap beans are available on most markets now. They're good too. But homemakers probably won't find as many pole beans as they have been finding for the past several weeks.

As for field peas, well...they're downright plentiful. They're cheap. And they're mighty good quality. No need to remind any southern woman's commentator that a dish of field peas, along with a crisp cool salad of lettuce, tomatoes, cucumbers and fresh onions, a glass of buttermilk, and a bit of corn bread is a sure fire hit for lunch at almost any point below the Mason-Dixon line. It's a comparatively easy lunch to prepare too.

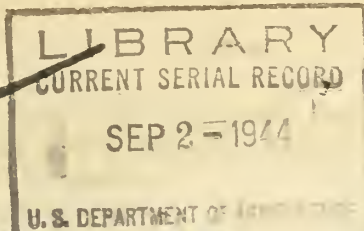
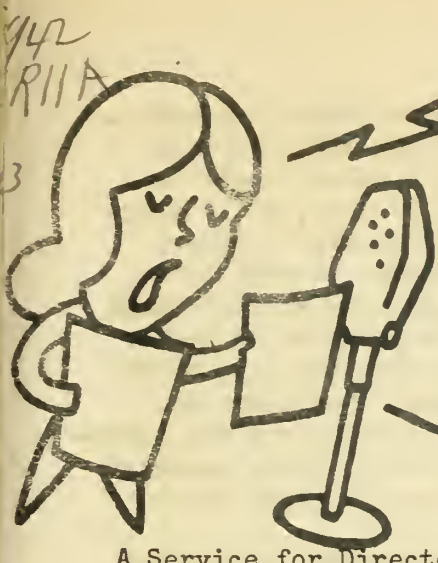
And the other ingredients are available these days. The lettuce on most markets now is good quality. It's still fairly plentiful. But that on eastern markets is due for an advance in price soon because the ceiling price on iceberg lettuce in California was raised a bit not long ago. Practically all iceberg lettuce now is coming from there. Tomatoes are quite plentiful. They're good. They're coming to market from truck farms in most every state and from victory gardens in most every community. Price on them hasn't changed much from last week, or the week before.

When it comes to onions...they are abundant. And such good ones. It's hard to understand why the onion demand's so slow. They're reasonable in price; an excellent buy.

Other vegetables the thrifty homemaker will appreciate your calling her attention to are squash, celery, sweet corn. While the supply of okra on the wholesale markets is only fair to light, the price is reasonable. Most of the cabbage these days is coming from North Georgia, North Carolina and Virginia. It's selling for right around the ceiling price. That's pretty reasonable. Supplies of carrots are beginning to drop off some. And the price may begin to go up.

Along the fruit line; about another week will see the last of the peaches in this region. The season's rapidly drawing to a close. But more apples are beginning to come in. While the supply of apples is still light, it's increasing daily. Price is normal..neither too high, nor verylow. And the quality, on the whole, is quite good. Cantaloups are disappearing and the price is going up. But there are still lots of watermelons. And if they have the know-how, your listeners should be able to find plenty of good ones in the lot.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



Atlanta, Georgia
August 12, 1944

Radio Round-up

on food...

A Service for Directors
Of Women's Radio Programs

FOOD STOCKS ON THE GROCERY SHELF



One of the responsibilities of the Office of Distribution, War Food Administration, is to know the food stocks in wholesale warehouses and grocery stores across the country to assure an adequate flow of food to all American consumers. When a certain food is short in one area and supplies of the commodity are generally adequate throughout the country, an attempt is made by the Office of Distribution ...with the cooperation of the food industry ...to move in additional supplies to the stock-depleted area.

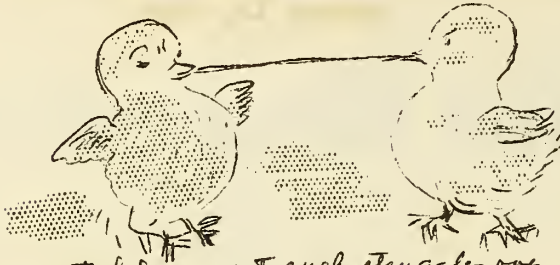
In order to determine whether foods are being distributed in an equitable manner, a monthly food supply report is compiled by OD field representatives and members of the food trade. This report permits a comparison of supply conditions across the country...including shortages which require attention.

The July report covered 73 foods...including all the basic foods. Here are a few of the supply facts revealed by last month's report:

All areas stated that supplies of the 1943 fruit pack were practically exhausted. Canned berries...cherries... fruit cocktail...peaches...pears and pineapple were scarce everywhere. Most sections of the country reported limited supplies of grape juice and pineapple juice, but few stores noted any shortage of grapefruit juice.

War Food Administration
Office of Distribution

Canned vegetables and juices from the 1943 pack were being depleted... although not so fast as fruits. Canned green and wax beans were in



adequate to surplus supply in most of the country, with stocks cut down substantially during the past months. Canned beets, dry beans and spinach were among the canned vegetables in better supply. Canned peas were short in the Midwest, Northeast and South...and canned corn was limited in the South. It is expected

that the new pack of vegetables will replenish stocks in these areas.

Tomato juice and catsup were also short across the country, but ration points were maintained at a high level to stretch supplies.

The July report showed a scarcity of choice cuts of all meats...including pork. The less choice cuts of meat generally were in adequate supply. In certain areas of the country, more veal was on the market, but there were acute shortages of lamb. Ham and pork loins were slightly more difficult to obtain in July, and it is expected that this scarcity will continue through August. Probably there will be more beef during the coming months because of an anticipated heavier slaughter of cattle. The supply of sausage, variety meats and canned meats continued satisfactory.

All types of canned fish were scarce or out of stock everywhere... particularly salmon and mackerel. However, a few sections were beginning to receive shipments from the 1944 pack.

The foods in adequate national supply as revealed by the July report were eggs...butter...fluid milk...margarine...shortening...salad oils...lard...and poultry.

Foods in plentiful supply during July included peanut butter...citrus marmalade...dry mix and dehydrated soups...soya products...wheat flour and bread...oatmeal...macaroni...spaghetti...noodles...and locally produced fruits and vegetables.

CASTING A FUTURE FOR DEHYDRATED FOODS

With most of the dehydrated foods now manufactured going to our Armed Forces and Allies, there has been some thought that the dehydration industry was chiefly a wartime food preservation service. Because of the great expansion in drying plants, processors and distributors now wish to know what dehydrated products can be adapted for civilian use as a basis for determining the disposition or future use of their plant equipment. A survey recently made by the Bureau of Agricultural Economics, U. S. Department of Agriculture, indicates that some

dehydrated foods will have a better peace-time market than was anticipated by most people in the industry.

This study of consumers' preferences was conducted among 450 Chicago homemakers and their families. Samples of dehydrated foods with directions for use were given to a cross section of Chicago homemakers by Department of Agriculture interviewers. Foods used in the survey were diced and riced white potatoes...sweet potatoes...cranberries...carrots...beets...milk...and eggs. Then the interviewers called back in two weeks to find out if these women would be interested in buying dehydrated foods in the future. The USDA people also asked which dehydrated foods were preferred...how dehydrated foods compared in taste with fresh and canned foods...and what advantages or disadvantages the dried foods had. The homemakers were also asked to give their opinions about the nutritional value of dehydrated foods.



They found dehydrated foods invaluable.

More than half of the housewives interviewed said they would buy dehydrated foods...even if only for occasional use. Cranberries, eggs and sweet potatoes seemed most popular after initial use. Next in order of preference according to the survey were beets, milk, carrots, diced potatoes and riced potatoes. In general, most of the women who would be willing to buy dehydrated foods would not do so if they cost more than fresh and some would buy them only if they cost less.



The two outstanding reasons given for wanting to buy dehydrated products were that these foods tasted good and were easy to prepare. The homemakers generally found little difference in the taste of dehydrated cranberries and sweet potatoes as compared with the fresh product. Other advantages of dehydrated foods named included the fact that they keep well, save space, are economical and have nutritive value.

Dehydrated Foods Meet with Favor

Less than 10 percent of the housewives stated that the preparation of the dehydrated food was difficult. Many of the women pointed out that the vegetables were easy to prepare because peeling and cleaning were unnecessary, and they could do other things while the foods soaked. Those who had difficulties said they found it hard to achieve the texture and appearance they desired.

While the attitude of the Chicago homemakers to these dehydrated products was unusually favorable, the food processing industry is cautioned against basing any extensive program on the results before

further surveys are conducted. However, the investigation did prove that a large proportion of consumers interviewed do not appear to be prejudiced against dehydrated foods, as many people have thought.

PLANNING THE FAMILY MENUS



They'd be easier to count if you could see 'em.

Every woman planning her own meals, or the meals of her family, wants to know what foods to select to be well fed...but often her biggest problem is that she doesn't know just how to count calories or keep track of vitamins. Home economists of the Department of Agriculture have worked out two food plans which'll help the homemaker take a shortcut to good nutrition. These plans show how much of different classes of foods to buy in a week to provide for all the necessary elements of a good diet. Both plans are contained in the booklet, "Family Food Plans," now available from the Department of Agriculture.

The two wartime marketing plans...a low cost one and a moderate cost one...are easily adaptable to any family. Both plans take into account the seasons of the year -- probable supplies in different parts of the country -- and ration allowances. If she follows either of these plans, the average housewife will provide her family with a good diet at prices within her budget.

The moderate cost plan gives the family larger quantities of meat, eggs, fruits, and vegetables, allowing for more variety and flavor in the meals. Although the low cost plan relies more heavily on the cheaper kinds of food...such as potatoes, dry beans, and grain products...the homemaker can get variety in low-cost meals by different combinations of foods and flavors.

If your listeners are interested in exact kinds of food and size of servings needed daily for each member of the family, you might suggest that they send for their copy of "Family Food Plans", from the Office of Information, United States Department of Agriculture, Washington 25, D. C. Ask for Bulletin AWT-78, "Family Food Plans".

NO VACATION FOR BASKETS

It's up to the American consumer to see that salvage efforts now include the saving of bushel and half bushel baskets, and covers. The labor shortage and the log shortage have made it impossible for basket manufacturers to produce enough new containers for this year's fruit and vegetable crops. Without suitable containers, some of the peaches and apples now ready for harvest may not reach market. The homemaker can help by seeing that any basket she gets from the produce stand or grocer is returned in good condition.



They can have a longer life...

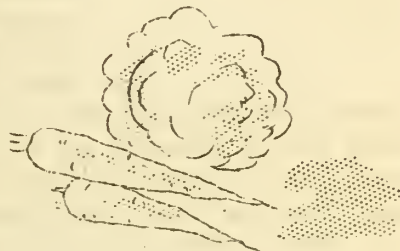
The storekeeper knows how to get the baskets back to the farmer. He may arrange to give them to him directly, or through a used-container dealer. The intrinsic value of used bushel and half bushel baskets is very small, but the value measured in terms of urgent need cannot be over-estimated.

It's important to know that only three persons, consumer, dealer and farmer...are needed to salvage a basket, while possibly 40 people are necessary to make a new box or basket. Also our limited supplies of wood and metal may be used for other war activities. For example, one thousand salvaged apple boxes contain enough board feet of wood to crate an average airplane for overseas shipment. The same apple boxes use 500 pounds of metal which could be used for shells, tanks, and guns.

The Office of Distribution, War Food Administration, has prepared a leaflet with all the latest facts about salvaging baskets and other fruit and vegetable containers. You can get the leaflet by writing to the Office of Information, United States Department of Agriculture, Washington 25, D. C. Ask for Bulletin AWI-33, "Salvage and Re-use of Fruit and Vegetable Containers".

YOUR WINTER SUPPLY OF VITAMIN A

Green and yellow vegetables...now coming in good supply from Victory Gardens and local truck gardens across the country...are outstanding for their Vitamin A value. They don't contain the vitamin itself, but have carotene which the body changes into Vitamin A and stores for later use.



The liver acts as a storeroom for Vitamin A and releases this vitamin as the body needs it. The amount of Vitamin A which can be stored depends upon several things, but everyone can be adding to Vitamin A reserves for this winter by eating plentifully of green and yellow vegetables now.

*They've earned an
Award... for their A
content..*

As a general rule, vitamins have overlapping functions which aid growth and good health. Sometimes they have a special job, too, and that's the case of Vitamin A. It keeps the lining and covering cells of the body in a healthy state. This special function means that Vitamin A helps prevent infections and colds. This vitamin can also help preserve normal vision...improve digestion...and keep the skin in better condition.

Carrots are a year 'round source of Vitamin A. While this vitamin's one of the most stable of all the vitamins, overcooking does cause some loss of Vitamin A. Vitamin A doesn't dissolve in the cooking water, and when carrots are canned the Vitamin A remains in them.

The carrots with the most Vitamin A value are the mature ones... served fresh from the garden and raw.

The green and yellow vegetables that are now available and are good sources of Vitamin A include snap beans...leaf lettuce...peas...peppers...yellow squash...and carrots. Also, you might remind your listeners to be on the watch for locally abundant green and yellow vegetables, the foods which belong to Group One of the Basic Seven.

MEAT BARGAINS FOR HOMEMAkers:

Utility grades of beef and lamb, as you know, are point free (as of Sunday, August 13). Now's a good time to tell your listeners some of the reasons for these ration changes...and suggest methods for preparing the less choice cuts.



Keeps me on the jump...

The point value reduction of utility grades of beef and lamb doesn't mean that there are large supplies of beef and lamb in all sections of the country. The over-all beef supply's little changed from July, and there has been a seasonal decline in pork production. In fact, the amount of meat going into retail stores in July averaged 292 million pounds weekly...while during August the weekly average is about 276 million pounds. But, there has been a seasonal increase in beef of the utility grade. Consumers might not want to give up ration points for this grade

if the more choice cuts were at all available. The utility grades account for 35 percent of present beef supplies. Lamb cuts of utility grade were reduced to zero value so that they'd move with utility beef at zero. Only ten percent of the lamb and mutton cuts are of this lower grade...less than one percent of the total meat supply.

Choice, good and commercial grades of beef and lamb steaks, and roasts, remain at present point value levels because many areas of the country report a short supply. Other cuts of beef and lamb now at zero remain at zero.

Points for Choice Cuts of Pork

Pork loins and ham were restored because of the seasonal decline in pork production. Also with military requirements higher now, the demand for pork loins and ham is out of relation to supply. With points restored there'll be a better distribution of the choice pork cuts among civilian markets.

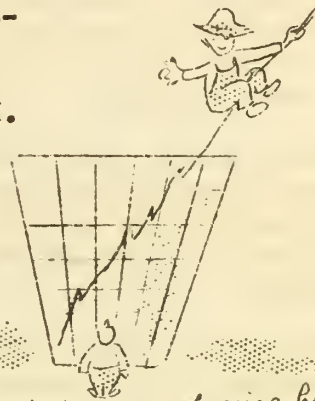
...And How to Cook

In giving meat cooking hints, you may want to point out that cuts of utility grade beef and lamb are as nourishing as the choicer cuts. Utility beef's red in color and the fatty tissues are not so much in

evidence. This lack of fat means that the meat requires long, slow, moist cooking to be tender. So homemakers have a real meat bargain -- in points...protein value...and cash outlay -- during the present August rationing period.

REPORTING RECORD CROPS:

Tabulation machines were kept busy in the Department of Agriculture, Thursday, August 10, adding up production records for American farmers. When the July crop report was released at 3 P. M. that day the world could know that crop production in the United States is now likely to exceed that of last year by 2 or 3 percent... and exceed production in any previous year except the banner agricultural year of 1942.



America's farmers have set up several records according to the July report. Indicated production of all wheat... as of August 1... is well over a billion bushels (1,132,105,000) -- the largest U. S. **wheat crop** in history. Expected harvest for eight of the major fruits is 21 percent over 1943-44 production. The apple harvest is indicated at 125,-643,000 bushels... or 41 percent greater than last year.

Production records going hay!

The 1944 peach crop's estimated at almost 71 and a half million bushels... 3 percent over the July 1, estimate, and 69 percent larger than the short 1943 crop.

Truck crops for the fresh market remain at the July 1 estimate -- about one-fifth greater than last year. Green peas, snap beans, sweet corn and tomatoes exceed 1943 crops by 13 percent.

Another record was reported for egg production. Farm flocks laid over 4 and a half billion eggs in July ... 2 percent over July last year and 40 percent over the 1933-42 average. Egg production, as you know, was at peak levels in all parts of the country.

National prospects for corn, hay, potatoes and some other crops declined during July due to drought or near-drought conditions in central and eastern sections of the U. S. Farm pastures averaged 72 percent of normal, 10 points below the same date last year. Milk production was about 1 percent less than during July last year.

Just a reminder for your thrifty...and patriotic...housewives. Farmers and markets are still overloaded with those "little" potatoes. So...the homemaker who serves plenty of those small spuds these days is helping to alleviate a possible food waste...and, at the same time...she's easing the strain on her own food budget... because those Number 2 and 3's are cheaper than the larger varieties.

FRESH FOOD ROUNDUP

The only thing homemakers should be doing with canned fruits and vegetables these days is putting them on the shelves for winter... and adding to those home-canned stocks for the cool days ahead... when fresh produce won't be in such evidence. But right now it's the fresh...straight from the garden...foods that the thrifty and vitamin-wise homemaker's serving. Late summer vegetables and fruits and still rolling into markets at a rate that should keep your listeners content.

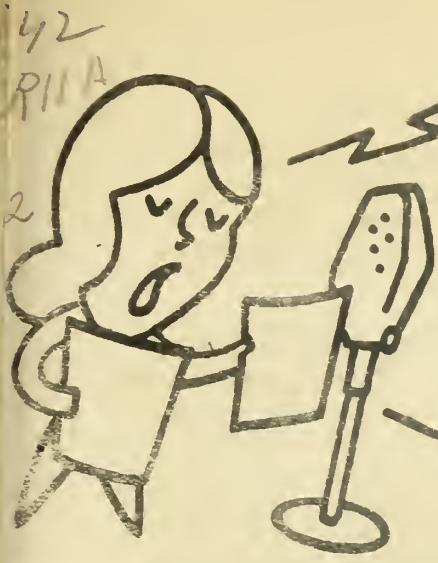
Fresh beans, for instance...are the basis for many a main dish. Both snap and lima beans are plentiful. They're cheap...and they're of generally fair to good quality. Field peas, too, are in moderate supplies. The quality's good...and they're an excellent meat alternate dish.

Summer meals these days aren't complete without one of those late summer favorites...squash...or sweet corn. Both are plentiful. Squash is cheap...and of good quality. And plenty of locally grown sweet corn is selling at prices that fit the thriftiest of food budgets. Okra's a good current buy...tomatoes are plentiful enough...and the onions that help add flavor to that gumbo combination are plentiful too, coming mostly from the West at reasonable prices. Along the green vegetable line are moderate supplies of Vitamin C-rich cabbage...selling near the ceiling but very reasonable at that...and moderate quantities of ordinary to fair quality turnip greens...another cheap buy.

A sure sign that summer's getting a little old...despite the heat...is the rapidly declining supply of peaches. Prices are going up on those peaches of good quality still left. Watermelons continue to hang on to their summer-time popularity...with heavy supplies in most sections...selling at cheap prices. But you can look for a steady decline in their quantity within the next couple of weeks. Plenty of oranges are rolling in from the West...and apples are increasing...with fair supplies of both cooking and eating apples of late summer varieties available at fairly reasonable prices on bulk apples. Cantaloupes are becoming scarce...with their Southern season just about over. Plenty of local pears of the pineapple variety are available in some sections...and you can look for even more in the near future, at relatively low prices.

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* plies and movements of fruits and vegetables.
* It's advisable to check on local markets to make
* sure these products are available in your commu-
* nity.
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* * * * *



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SEP 2 - 1944

Atlanta 3, Georgia
August 19, 1944

Radio Round-up *on food...*

A Service for Directors
Of Women's Radio Programs

VALUE RECEIVED



Uncle Sam wants
value received on this
food...

When Uncle Sam goes to a warehouse to purchase foods for military use, he wants to be sure he's getting his money's worth. So, through the Office of Distribution, War Food Administration, he employs a corps of some 400 processed foods inspectors to help inspect huge quantities of canned, dried, dehydrated and frozen foods purchased for our armed services and Government agencies. About 200 of these inspectors are women home economic graduates.

The inspectors...trained in various phases of food inspection work...are stationed in 50 laboratories across the country. They check on canned foods to see if the product meets Government specifications...sometimes they're called upon to see if proper sanitation is maintained at a cannery or dehydrating plant...

and they do research work.

How They Work

Here's a sample routine task. An inspector gets an order from a Quartermaster office to inspect 10,000 cases of canned peas on order for the armed services. The inspector goes to the cannery concerned and is directed to the section of the warehouse where the goods are stacked. Those 10,000 cases fill a good-sized space. In other words, there are 240,000 cans...enough to fill ton freight carloads. The cases are counted by row, tier, and layer to determine

**War Food Administration
Office of Distribution**

that there are 240,000 cans in the lot.

The plain cans glisten in their cases because generally no labels are attached to canned goods until the packer knows where he will ship the product. Sometimes, for civilian trade, canned foods are sold through a distributor, and the distributor's name and brand... not the canner's...appear on the label.

The inspector draws out a can here and there from the lot...usually at the rate of one No. 2 can from each 2,000 cans. These sample cans are then taken to the nearest laboratory and graded for weight, type of container and contents. The inspector must see if the product is properly processed to stand varying climates and rough handling. He, or she, must see if the solid contents fill the can, or if there's too much liquid. In inspecting canned peas, the grader would check on the clearness of the liquid, uniformity of color and maturity of the vegetable, flavor, and presence or absence of defects. Then the grader adds up the score points for the product. Ninety points or more mean top quality or fancy grade for peas. Seventy-five to 89 points is a very good rating, and 60 to 74 points is a good or standard rating. Peas not meeting standard grade requirements must be classed sub-standard or "below standard quality".

Finally, the official grade certificate is sent to the Quartermaster Army buyer, who uses the certificate as a basis for payment to the packer. Uncle Sam does not pay for any food until it has been inspected...paying only for value received.

FACTS ABOUT BRITAIN'S FRUIT DIET



It's difficult for Americans...in a homeland furnishing so many varieties of fruits...to realize what a diet with little fresh fruit means. British citizens before the war depended mainly on the markets of the world for their fruits, but since 1940 have had a very limited supply.

In comparison with Americans, the British in 1943 were getting only about 23 percent of the amount of tomatoes and citrus fruits and one-half the amount of other fruits. While Americans are eating 17 percent more tomatoes and citrus fruits than they did before the war, Britons are eating 50 percent less. About the only fresh fruits the British civilian's been able to buy since the war are homegrown apples, tomatoes and berries. Small quantities of apples were sent from Canada and the United States. United States shipments of apples were made in 1942, but a short crop in this country last year prevented any such shipments abroad.

Under Lend-Lease, British civilians have received dried prunes... raisins...apples...apricots...pears...and peaches from the United States. What canned fruits the United States shipped to Great Britain were for military services. Citrus concentrates shipped from the United States to Britain were supplied only to young children.

Since the Mediterranean has come back into Allied control, the British have been able to import shipments of oranges from Spain and Palestine. Smaller shipments of this fruit also have arrived from South Africa. Until recently these fresh oranges have been limited to children. This spring...when a larger than usual shipment of oranges arrived... some British adults were able to buy this popular fruit in fresh form for the first time in three or four years.

Though Great Britain is now far from being a large fruit consuming nation, prospects for importing more fruit there are better. The British Food Ministry has ordered seventeen thousand tons of lemons, mainly from Sicily. Then...because a spring frost has hurt the English apple crop...the English hope to get more apples this year from Canada.

The opening of the Mediterranean has helped to bring dried fruits to English civilians this year. Raisins have been ordered from the little island of Cyprus. Also, the entire exportable surplus of dates from Iran has been purchased for Great Britain. And Turkish dried fruit of some thirty-two thousand tons will play a part in the British national diet for this year.

But the British home crop of fruit will be less plentiful than last year as a result of the spring frost. Supplies of strawberries and black currants have been scarce, and the entire black currant output's going into puree production for consumption by children only. Considerable purchases of apricot pulp from Spain will supplement jam supplies.

How much fruit the British civilians will get is, of course, still dependent upon war conditions and available shipping space.

MILK SUPPLIES DIVIDED

You like milk, I like milk, All God's chillun like milk...and that's just exactly why we're going to have less milk this fall!. Every one knows that there's just so much milk available, but our needs are increasing in proportion to the number of men sent overseas in the armed forces. Those men need milk...lots of it...and as shipments increase to meet their demands, the supply of milk for civilians here on the home front decreases..

With milk production now in seasonal decline, the War Food Administration feels that further milk conservation steps will be necessary.



"I ain't gold... but it's important..."

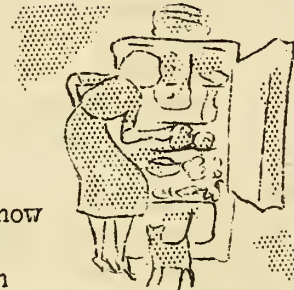
At present milk dealers may sell to civilians 100 percent of the fluid milk they sold in June, 1943, and 75 percent of the cream they sold in that month. Milk by-products... such as cottage cheese, chocolate milk drinks and buttermilk... may be sold in August at 90 percent of June 1943 sales.

It may be necessary to reduce these quotas to get more whole milk for evaporated milk and whole milk powder necessary for overseas shipment. However, it's possible that

milk dealers will soon be permitted to sell more chocolate milk, cottage cheese and buttermilk because these products are made from the skim portion of milk now in good supply.

WHAT'S IN THE U. S. ICEBOX

Every good homemaker buys extra food and stores it in her refrigerator when she knows she's going to be feeding more people. Uncle Sam's putting additional food in his "iceboxes" too, because he's produced enough food to feed a third more people than before the war.



Each American civilian's eating 6 percent more now than in pre-war years. The average service man eats a third more than the average civilian. In addition... American food's being shipped to our allies... friendly nations... and liberated areas.

... just for emergencies...

When the housewife buys extra food, it's usually stocked for only a day or a week ahead. But Uncle Sam has to plan food supplies months in advance. There must be enough for current consumption and enough in cold storage or warehouses for use in seasons of low food production.

In normal times, cold storage space acts as a shock absorber for seasonal food surpluses... helps to even out consumption throughout the year. Before the war, we averaged using about 50 percent of our commercial storage throughout the year. For the past several months, though, occupancy has been running above 80 percent -- often near 90 percent.

One reason for this generally higher level of use is the necessity of having food supplies for our soldiers months in advance. Part of the supply's always in transit and part's in warehouses awaiting shipment.

Another factor's the seasonality of production. And now, with more food being produced than ever before, storage peaks are bound to be higher than usual.

A third and very important factor in the cold storage situation is that out-of-storage-movements are subject to the fortunes of war. Food must wait for cargo space on ships. If the ships are late or if the cargo space is needed for more essential wartime products... the food piles up. Of course, a little later on in the season that situation may reverse itself. If ships come in faster than was planned, then a lot of food will be needed in a hurry to fill them. But, it's a military necessity for food to wait for ships -- not ships wait for food.



What's Being Done

Steps have been taken to ease the strain on commercial warehouses and storage plants. The processing of foods has been speeded up so that commodities will require refrigerator space for shorter periods of time. Warehousemen are constantly checking their equipment to be sure they're getting the most effective use of their space. All government agencies are working in close cooperation with the inter-agency cold storage committee. And housewives are kept up-to-date on what foods are abundant on the markets...so they may plan menus around these foods which should be moved out of the warehouses of the country.

Most of the food now in public storage is privately owned. The trade owns the bulk of the fresh and frozen fruits and vegetables in storage... all the cream...more than half of the shell eggs...and the largest share of the frozen poultry and meat. The major foods in cold storage held mainly by the government are butter, cheese and lard. The War Food Administration holds relatively little pork and almost no beef, lamb, or mutton in public cold storage, though the armed forces have stocks of all these meats in public freezers.

This is the Catch:

The quantity of fish in cold storage houses throughout the country on July 1 was at the highest level in history for this season of the year...50 percent over the holdings at this time in 1943. There are many reasons for this increase in cold storage holdings...one being increased production...but unless more fresh and frozen fish is consumed now, and during the early fall months, it'll be impossible to handle the catches of fish that can be made during the peak fishing period now approaching. Cold storage facilities...particularly in the New England States...are almost filled to their limited capacity, so it's important from now on that movements out of freezers keep pace with current catches of fish.

While the increase of frozen fish in storage is noticeable from all sections of the country, the central states and the Atlantic Coast from Maine to Virginia report the sharpest gains. In the North Central States holdings have doubled. In the New England, Middle Atlantic and South Central States increases run from 69 to 75 percent. A 14 percent increase is reported for both the Pacific and South Atlantic Coasts.



There's a wide range of species for housewives to buy, though species vary with geographical location and season of the year, of course. The fish that represents the largest single volume in storage is Halibut, mostly stored in the Pacific Northwest. However, there's no particular problem on Halibut, as the quantity in storage isn't abnormal and there's expected to be a good demand for this fish throughout the fall and winter months. It's the other species of fish...particularly those produced in New England States...that require stimulation of consumption in order to continue normal production. The principal species and types requiring increased outlets are frozen Mackerel... especially Mackerel Fillets...Cod Fillets, Whiting and Haddock Fillets.

Broadcasters should check on the local supply of fresh and frozen fish before recommending a variety.

...And the Canned Varieties

As for canned fish, Salmon and California Sardines are likely to be most abundant, although approximately 60 percent of these species will go to the armed forces. Owing to the short production of Red and King Salmon, there'll be a limited quantity for civilian trade. Pink and Chum Salmon available for civilians will be relatively greater. Pink Salmon in cans compares favorably in nutritional quality with the red variety...and is sold in the stores at materially lower prices than Reds or Kings.

California Sardines are packed both in pound oval cans with tomato sauce and in No. 300, 15 oz. cans without added sauce or oil. The California Sardine, from a dollar and cents value, is one of the best canned fish products on the market. The oval tomato sauce pack is well known in most markets; but the No. 300 can, while not so well known as a commercial product, is packed with exactly the same type of fish and is in every way similar to the oval can product, except for the tomato sauce.

Other canned fish which'll be available to civilian consumers in more restricted volume includes Maine Sardines and Mackerel. The Maine Sardines are baby Herring...and are an extremely good alternate for the Sardines imported pre-war from Portugal and Norway.

These Maine Sardines are packed mostly in 4 oz. quarter-square cans. The larger herrings are packed under the trade name "Atlantic Sea Herring" and are produced both in pound oval cans in tomato sauce and in No. 300 tall cans, 15-oz. net weight, in their natural oil. Mackerel's a very good canned fish product at a reasonable price in the retail stores and is packed almost entirely in the No. 300, 15-oz. tall can.

TENDERIZING UTILITY BEEF

Now that utility grade beef is point free, homemakers'll want to know how to cook this less tender meat for best results.

Since utility beef is less tender and has less fat than the higher grades, it's not as satisfactory for broiling and roasting without extra preparation. Grinding's one way to make the meat tender. This breaks down the connective tissues. After grinding the meat, the homemaker can broil, panbroil, or bake it. It's good made into patties and served with gravy or tomato sauce, or baked as a meat loaf. If she wants to broil or fry a whole steak of this grade, your listener should pound the meat first to tenderize it, then add some fat in cooking.

Pot roasts, swiss steaks and stews from utility beef should be covered and given a long slow cooking with water or other liquid added. By browning the surface of the meat a few minutes in fat before the long, slow, moist simmering, the cook gives the dish a better flavor and rich brown color.

Adding some acid food like vinegar or tomato to the meat aids tenderness. A little vinegar added to the water helps to tenderize a pot roast. And tomatoes may be used for the liquid in stews, pot roasts and swiss steak. The homemaker should also give special thought to seasoning...cooking the meat not only with salt and pepper, but with onion or garlic...celery seed or leaves...or parsley, during cooking.

Just as one suggestion to dubious homemakers for use of some of those tougher grades of beef...here's a recipe for Savory Beef Stew:

2 pounds stew meat (foreshank, brisket, short ribs, flank, neck, plate, chuck, heel or round)

Flour	2 cups boiling water
$\frac{1}{2}$ teaspoon salt	1 cup chopped celery
$\frac{1}{4}$ teaspoon pepper	1 green, sweet pepper, diced
2 tablespoons fat	3 carrots, sliced
2 onions, chopped	8 small potatoes, quartered
2 cups fresh or canned tomatoes	2 bay leaves, if desired

Cut meat in small cubes. Roll in flour which has been seasoned with salt and pepper. Brown in hot fat. Brown the onions in fat. Pour tomatoes and water over the onions and meat. Add bay leaves and simmer one hour. Add other ingredients and simmer for about another hour or until done. Liquid may be thickened with flour for gravy.

FRESH FOOD ROUND-UP

Here's good news for your weary homemakers suffering from menu-monotony. Varieties of fresh produce are plentiful on the market...with liberal movements of Southeastern vegetables rolling into markets...at prices low for this time of year...and of generally excellent quality. Best bets are butter beans, pole and snap beans...okra...field peas...squash...tomatoes...and potatoes. Most of these are plentiful...relatively inexpensive...and in good condition. Tomatoes are cheaper than they've been at any time this year.

And for menu variations...there's a plentiful supply of reasonably priced sweet corn...an important ingredient along with those tomatoes...okra...or butter beans for a tasty succotash. Onions...another must for many a palatable dish...are in moderate supply...coming mostly from Oklahoma and Northern states. Eggplant is another often neglected vegetable your listeners should be finding in moderate supply...as are sweet peppers...turnip greens...and collards.

And for those who find pork incomplete without sweet potatoes...there's the encouraging note that those sweets are increasing steadily on most markets...selling at or a little below ceiling level.

Unlike last summer...there's substance to the fruit story. Though the season's about over for peaches...there're still some late Elberta's available...not quite as good as earlier in the season...and selling at slightly higher prices. But watermelons continue in liberal supplies for this time of year...they're cheap...and of good quality. Grapes are appearing in most sections...coming from the Southern region as well as the West. Apple supplies are on the increase...now that early fall varieties are starting...and they're cheaper than they were this time last year. Though cantaloupes have about finished their season in the South...light supplies continue from Northern states. Pears...of canning and preserving varieties...are increasing in supplies...and those coming from Georgia are relatively cheap. Oranges take first place in the citrus fruit line...with light to moderate quantities coming mostly from the West.

* * * * *

* The Fresh Food Roundup is based on *

* general supplies and movements of fresh *

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* these products are available in your *

* community. *

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Atlanta 3; Georgia
August 26, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

PATTERN FOR BREAKFAST

Get out those Basic Seven charts! The War Food Administration, Office Of War Information ...radio...press...food dealers...and others are combining their activities to make September a NUTRITION MONTH.

Special attention'll be given to breakfasts this month, because breakfast is usually the most neglected meal of the day. Most people get adequate dinners, and few neglect lunch, but many are too rushed or too sleepy to eat enough breakfast. Only if breakfast is nutritious can mental and physical energy be maintained throughout the morning hours... usually the most productive part of the day.

The meal which breaks the fast after sleep should contribute about one-third of the daily requirements of calories...proteins...vitamins ...and minerals. One plan for a good breakfast recommends citrus fruit or tomato juice (fresh or canned), cereal (natural whole grain or restored), a protein-rich food (eggs, or a combination of eggs, bacon, ham or sausage), toast, muffins or bread (enriched or whole wheat), butter or fortified margarine, milk for the cereal, and a beverage.

That citrus fruit starter is loaded with Vitamin C...known as the anti-scurvy vitamin. It's true that cases of scurvy are rare in this country, but deficiencies of Vitamin C in the daily diet may lead to increased susceptibility to infections, slowness in the healing of wounds and unhealthy gums. One orange, half a grapefruit, 3 ounces of orange

**War Food Administration
Office of Distribution**

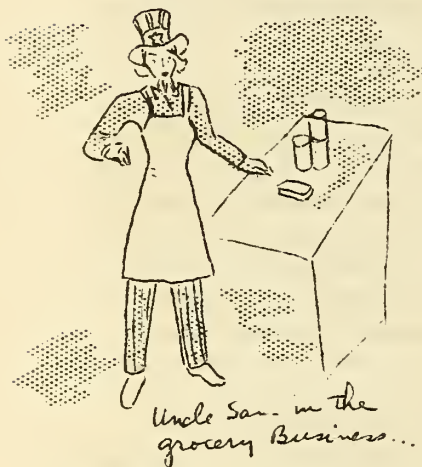
juice, or 4 ounces of grapefruit juice will provide one-half or more of the day's Vitamin C need. Ten ounces of tomato juice will contribute the same amount of Vitamin C.

It's important to include Vitamin B₁...sometimes called the morale-building vitamin...in the breakfast. This vitamin stimulates lagging appetites, it's essential for good digestion and energy, for protection of nerves and for well-being. Whole grain or enriched breads and cereals are sources of this vitamin. The active worker can also include ham, bacon, or sausage for this vitamin.

Eggs are a protein food which adds to the staying power of breakfast. Besides being a good tissue-building food, eggs supply iron as well as Vitamins A, D and riboflavin. When eggs are plentiful, at least one a day should be eaten.

A multitude of breakfast combinations can be made from the many foods appropriate for the breakfast menu. Urge your listeners to plan menus that have eye as well as appetite appeal. Breakfasts should contribute enjoyment besides daily nutritional requirements, and they're easy to prepare and serve.

SELLING GOVERNMENT OWNED FOODS



Recently no doubt, you've read that the War Food Administration has offered to sell back to food processors over 27,000 cases of orange juice...over 500,000 pounds of American cheddar cheese...and some thousands of cases of canned carrots. This food from Government-owned stocks will be put directly back into civilian trade channels.

These sales are not an indication that the Government thinks the war is over. The foods being sold belong in one of three categories. First--food reserved to meet a special need which has not materialized can now be sold. In this case perhaps the

Government counted on losing a certain amount of food from sinkings or fires, and that loss was lower than expected. Or perhaps a military engagement was shorter...or our Allies were not able to ship certain commodities they ordered. When the food on hand is above known requirements, it can be sold to the trade.

In the second group are foods purchased in fulfillment of price support commitments. When the Government asked farmers to increase their production of certain crops to meet demands of war, it promised to safeguard farmers from danger of too much produce and too little market. This food is sold back into trade channels as soon as possible without breaking the market.

The third type of food the War Food Administration is now selling consists of 1943 packed goods which can be replaced with 1944 packed produce. The Government...like the trade...believes in turning its stocks in order to prevent financial and food loss through spoilage.

When the Government sells food, it follows the policy of obtaining a fair price for the commodities sold...and of avoiding disruption of normal trade practices. This means selling to the trade...not directly to the consumer. It means selling when there's a demand...not when the market is glutted. The WFA offers some commodities to the original seller or processor, if it is practical. Original vendors and processors know the products, are equipped to handle them and have established trade outlets for marketing them. Any quantity remaining after such a sale may be offered on the same terms to all processors of the same or like commodity. The WFA is not obliged to accept any price. If a reasonable price is not offered, the food is sold elsewhere. In some cases where it is not to the public interest to sell, the food is diverted to non-competitive programs or uses...such as charitable institutions or school lunch programs.

WHAT IS A WFO?

In the War Food Administration, WFO is not the call number of a radio station. Those three letters stand for War Food Order, and the number that follows them tells the commodity that particular food order affects. Since January, 1943, when WFO 1 went into effect to bring about a saving of ingredients in short supply and to effect economics in the distribution of bread and rolls, there have been a series of food orders issued by the War Food Administration. These regulations are designed to see that the best possible division of American food is made among civilians, the Armed Forces, our Allies and other claimant agents.

It's the unvarying policy of the War Food Administration not to issue a food order if the end may be achieved by other means. When an existing order no longer contributes to the war effort, it's revoked. Of the 101 orders issued, 59 remained active on July 1, 1944. However, until conditions permit suspension of any order and until due notice is given the trade or industry affected... the orders are enforced just as other laws in the land.

Usually, food orders are written in consultation with the affected industries. There are...to date...approximately 112 industry food advisory committees, representing every industry affected by any food order. These committees are composed of leaders from each branch of their respective trades. They assist officials in the

Office of Distribution, WFA, to plan steps of the needed order. They assist, too, in getting the story of the order over to members of the trade. Then...to keep the orders flexible to meet constantly changing conditions of war...regulations are amended when necessary.

Set-Aside

There are four general types of food orders. "Set aside orders" are necessary so that the Government will be able to buy enough food for our Armed Forces and for export purposes. These orders require producers or distributors to reserve or set aside for sale to a Government agency a given percentage of their goods. Here's an example. Beginning August 20, federally inspected slaughterers set aside for Government procurement 50 percent of the quantities of their beef meeting Army specifications. Under a previous order these slaughterers set aside 45 percent. The new action, Amendment 13 to War Food Order No 75.2, was taken to make available to the U. S. military forces the necessary quantities of beef.

Limitations

"Limitation orders" conserve materials or divert them into needed channels. For example, War Food Order No. 8 makes milk fats and milk solids available for other dairy products by restricting the use of milk solids in the production of ice cream and other frozen dairy foods. Another limitation type order limits the sale of live or dressed turkeys to provide holiday dinners for our Armed Forces.

Allocations

"Allocation orders" are usually made to guarantee a fair division of a limited supply...or to restrict a scarce product to essential uses. For example, the supplies of milk sugar were not sufficient to provide for unrestricted use and still have adequate supplies to meet such essential uses as the production of penicillin. It was necessary, therefore, to allocate production to essential uses.

Distribution Economy

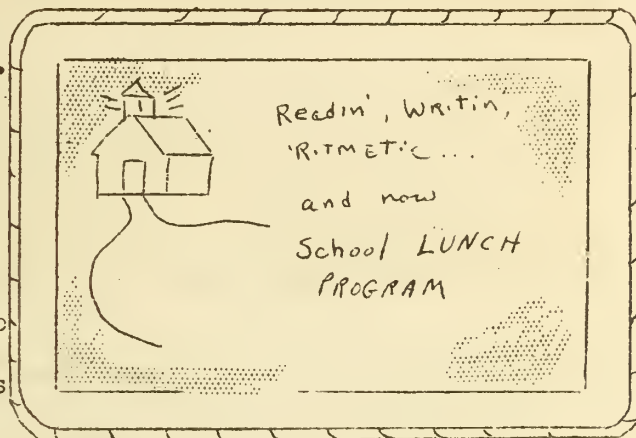
"Distribution economy orders" are issued to conserve food commodities, materials, labor, tires, gasoline, and other important items. For example, WFO 1 on bakery products prevents much waste and saves great quantities of labor and materials by prohibiting consignment selling of bread and the furnishing of rack or display materials to retailers.

COMPLETE ON TRAY

Come Labor Day -- and the end of summer vacation for school kids -- schools across the country open for business. At the same time, school lunchrooms will begin their program of laying the foundation

for a healthier and more physically fit people. Many of these school food centers have years of service behind them. Others will be new this year.

When a school takes on a new function, it does so to contribute to the welfare of the child. That's the purpose of lunch at school. Nutritionists tell us a child should receive at least one-third of his daily nutritive requirements at noon. One way to make sure that all children who eat in school lunchrooms get the required amount of food value is to serve it to them in the form of a complete lunch. That's why many schools with lunchrooms run by community cooperation are specializing in so-called plate or complete lunches.



As the children get a complete lunch through a common menu, the good food selection becomes a habit. The natural desire to be one of the group motivates a child to eat all the foods that are put before him, and he develops the habit of eating foods that are worthwhile, as well as those that are pleasant tasting.

Those one-plate lunches don't necessarily mean entirely hot foods. Salads and sandwiches with protein rich filling might be main dishes that can be served with raw vegetables and fruits in season. Or one hot dish and beverage may be served with cold foods. School lunch managers soon find out which food combinations are favorites and serve them often. They continually have to keep the food attractive and well-cooked, because children are critical judges of well-prepared meals.

For years, lunch directors and home economists have advocated a plate or tray lunch for children with this educational end in mind. The war has brought the system greater recognition. Plate lunches are economical in time, effort, food and equipment...as well as money. These lunches follow a simple pattern...milk, meat, or another protein rich food, vegetable or fruit or both, bread with butter or fortified margarine. Desserts are optional.

Federal funds will be available in 1944-45 to assist schools needing financial help to serve school lunches. The Office of Distribution, War Food Administration is the agency disbursing the \$50,000,000 appropriated by Congress. The maximum reimbursement is 9 cents per meal per child. According to law, payment depends on the number of children attending school in the State, and local need of financial assistance. These lunchrooms...even with financial assistance...are basically community undertakings. The responsibility of planning,

cooking and serving the meal is up to local managers. Usually managers or sponsors are organized into a council including a school administrator, home economics or agricultural teacher, representatives of the PTA and other civic organizations. When food is not grown especially for the lunchroom or donated to it, it's bought locally.

You broadcasters can help a lot in stimulating interest in such a program in your own community by explaining the details, benefits, and how to go about organizing a school lunch program. If you'd like to have more details...or you want to tell your listeners where to get further information on securing financial assistance for a school lunch room, you can write to the regional Office of Distribution, Western Union Building, Atlanta 3, Georgia.

BUTTER IN SEPTEMBER



they keep me too busy to pose for an udder portrait...

Four out of every five pounds of butter manufactured in September are ticketed for homemakers. In other words, only 20 percent...one pound out of every five...will be set aside by manufacturers for war uses. This means that fifth must be offered for sale only to a Government agency for military and non-civilian claimants.

The Government's butter quota for September is lower than the 30 percent required to be set aside during August...in line with the War Food

Administration's policy of asking butter producers to reserve less butter during the months of seasonally declining production, so that there will be a minimum disruption of the civilian supply.

The set-aside quota in September last year was also 20 percent. However, a sharp drop in butter production so far this year will probably make it necessary for Government agencies to continue buying butter during October. Last year no butter produced after September was purchased...except small amounts offered by butter makers in fulfillment of their previous commitments.

OLIVE OIL FROM SPAIN

Oil for the salads of American homemakers is on the increase...now that the War Food Administration's made arrangements with the Government of Spain for exportation of some 3,000 tons of olive oil to the United States. It'll be used principally for medicinal and edible purposes.

Since olive oil was among several oils returned to private trade by the WFA several months ago, no permit will be necessary to import it.



MORE MILK IN BREAD

Non-fat dry milk solids are in good domestic supply now, so the War Food Administration has amended War Food Order No. 1 to remove all restrictions on their use in the manufacture of bread. This new amendment was effective August 22. Those non-fat dry milk solids used to be known as dried skim milk. (See Round-up, June 3, 1944):



getting better...

Milk in bread making has been limited since January, 1943, to four parts of milk to 100 parts of flour. The removal of the restriction will enable bakers to return to pre-war standards (averaging about six parts of milk to 100 parts of flour). This means an improvement in bread from the standpoints of nutritive value...palatability...and keeping qualities.

* * * * * UTILITY BEEF * * * * *

* Just a reminder that utility grades of beef are still *
* the most plentiful of meats on the market. They're *
* cheap. They're ration free. They're equally as *
* nutritious, if not more so, than the more expensive, *
* scarcer upper grades of beef. And there's still a *
* possibility they may be a serious glut on the mar- *
* ket if homemakers' interest in them is not stimulat- *
* ed...and kept up. They simply take a little longer, *
* slower cooking time than the other meats...but the *
* wise homemaker will take your advice to use them... *
* and often...if you'll give them a steady plug for *
* the next few weeks. *

* * * * *

THE CASE FOR EGG CASES

Egg cases are on the list of shortages currently...and that shortage is apt to prove a serious headache to egg dealers in the next few months unless they get their orders in now. Manufacturers are making them according to the number of orders they're getting...since supplies for their manufacture are also short. And right in line with that shortage of containers is the importance of conservation of used egg containers. The more old containers re-used this season, the better the prospect for getting the new ones absolutely necessary. And we can't have eggs spoiling and going to waste simply because there are no containers to get them to market in good condition.

FRESH FOOD ROUND-UP

Southeastern fresh vegetables and fruits won't admit to the on-coming fall months...and they're continuing to pour into whole-sale and retail markets in plentiful supplies. Now's the time...too...for homemakers to save on their food budgets, because many varieties are selling at relatively low costs.

Take those field peas, for instance. Though they're due for a decline in supply in a few weeks, currently they're one of the best buys...now in good supply...of good quality...and selling at reasonable prices. And right in that category your homemakers should find plenty of pole and snap beans...butter beans...and Vitamin C-rich tomatoes.

Other good buys include moderate supplies of cabbage...now coming from many sections of the South...and selling at low prices. Sweet corn...equally as good in succotash...soups...or served on the cob...offers plenty of variety in menus...and it's currently in moderate supply...at very low price. But now's the time to take advantage of its plentifulness...because it'll become scarce within another two or three weeks.

The potato story remains much the same for those Irish spuds. There are plenty on the markets...they're reasonably priced...and they're generally of good quality. Sweet potatoes are increasing steadily...in fact, they're fairly liberal in supply for this time of year, and they're getting lower in price as quantities increase.

Though eating apples are still in light supply...there's a good quantity of cooking apples available, of late summer varieties...and all types are increasing towards their fall peak. Pears...mostly of pincapple variety, are low priced this week...and are at their peak in supply. Watermelons continue in heavy supply for this time of year...and they're reasonable enough for homemakers to serve often, in fruit cups and salads as well as a between-meal treat. Light to moderate supplies of oranges are rolling in from the West. Peaches are scarce, the cantaloupe season's practically over, and only light supplies of avocados are coming from Florida.

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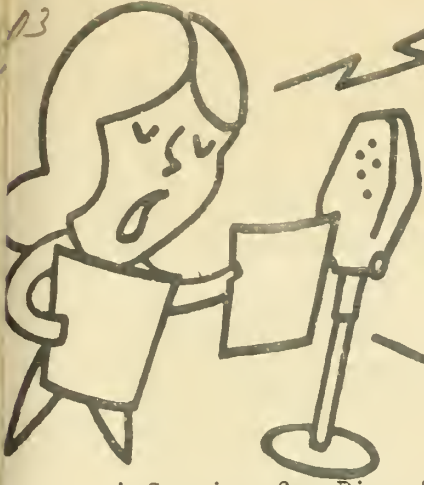
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Atlanta 3, Georgia
September 2, 1944

Radio Round-up *on food...*

A Service for Directors
Of Women's Radio Programs

ON SEPTEMBER'S MARKETS



Looks Promising...

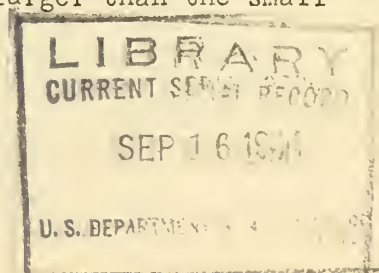
With the emphasis on good nutrition this month, American homemakers will find the food supply situation most promising. Here's why.

The fall run of cattle is just beginning. While the total number of cattle sent to market will be larger this month, supplies of beef for civilians will be slightly

lower. The shortage of high grade cuts will be more pronounced, but there will be more low grade beef. Veal will be more adequate than during August, while lamb continues at the same level of supply. There may be slightly more pork for civilians than last month, but we'll still be short of pork chops, loins and hams. Sausage, variety meats and canned meats will be in fairly good supply.

Dairy products in general will be fairly tight because of the seasonal decline in milk production. There will be less butter and evaporated milk for the month ahead than for the past few months, though about the same as in August. The cheese supply will be unchanged. Top grade eggs will be less plentiful, but there will be adequate supplies of the B and C grade eggs.

As for fresh produce, there'll be plenty of potatoes, onions and locally grown vegetables. The apple crop looks good...about 41 percent larger than the small yield of last year.



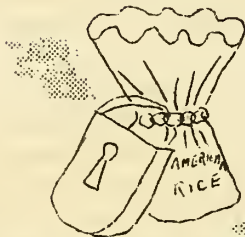
**War Food Administration
Office of Distribution**

The supply of canned fruits and juices for the coming year will not be any bigger than in 1943...perhaps less. Canned pineapple...peaches...pears...and fruit cocktail will be in shorter supply, but this cut will be offset somewhat by increases in the minor fruits and juices. Canned vegetable supplies...barring unexpected changes...will be about the same as last year. However, some of the major items such as canned tomatoes and tomato juice will be in shorter supply. Canned baby foods, soup and baked beans are expected to be more plentiful.

As for dried foods during September...there will be no increase in the supply of dried fruits as the new pack has not yet reached retailers. There will be an ample supply of dry beans for civilian distribution during the coming year, although only small quantities from the new crop will reach distributive channels in September.

Grains are a basic food and the supply is such that all civilian demands can be satisfied. That means plenty of bread...cereals...macaroni...and paste products.

U. S. RICE ON WORLD MARKETS



*It'll be opened to
most of the world...*

The United States is producing rice crops of record-breaking size. What's more...we're shipping rice to countries now that used to depend on Burma, Thailand and Indo-China for their rice.

Most of the rice grown in the United States continues to go to Cuba, Puerto Rico and Hawaii... for these countries were our major rice customers even before the war. Our new outlets since the war are United Kingdom, Russia, West Africa, Greece, and liberated areas in France. While our shipments can't fill all demands from these countries, they are tiding the people over until the Burma area can be reopened.

Most of the rice produced in this country is grown in Louisiana, Texas, Arkansas and California. Rice is harvested after the middle of the summer and is available on markets throughout the year. The Southern rice crop begins to come to the mills during late August. The marketing year for California rice begins October 1. The Southern and California crops this year are estimated to be over 70 million bushels...compared with about 50 million bushels for the ten-year average (1933-42).

Rice is one of the international foods for which people have developed strong national tastes. Cook books of almost any country have rice dishes seasoned to suit the natives of that particular part of the world. In the United States, rice is consumed in large quantities by people of the southeastern coastal plain and in the producing areas and by persons of Oriental or Spanish-American ancestry. For the past ten years, the average annual consumption of rice in the United States had been about six pounds per person. On a state basis the use of rice

ranges from less than one-tenth of a pound in New Hampshire and Vermont to 25 or 30 pounds in South Carolina and about 40 pounds in Louisiana.

HOW LARGE IS A PORTION?

September is both Nutrition and Back-to-School month. The two go well together because a good school lunch means better all 'round nutrition for boys and girls.

Schools which are to receive federal aid from the War Food Administration for their lunch programs must meet certain requirements. You'll notice these requirements are, in reality, just safeguards. One of these requirements is that the lunch served supply a generous portion of the child's daily food needs.

The foods may be prepared in many different dishes and menus. However, to secure the maximum rate of assistance -- 9 cents per meal per child -- each pupil must be served the following amounts:

1. One-half pint of whole milk as a beverage.
2. A protein food serving, such as: 2 ounces of meat, poultry, cheese, fish; or one egg; or one-half cup of dry peas, beans or soybeans; or 4 tablespoons of peanut butter.
3. Three-fourths cup of vegetables and/or fruit.
4. One or more slices of bread or muffins, or other hot bread made of whole-grain cereal or enriched flour.
5. Two teaspoons of butter or fortified oleomargarine.

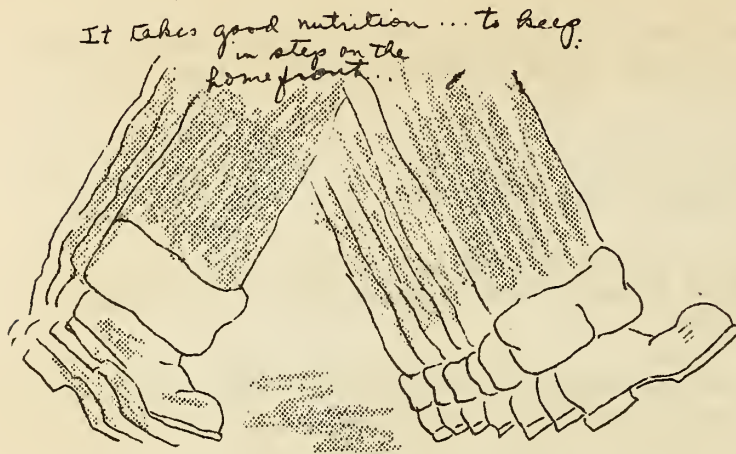
For additional information on obtaining federal assistance for school lunch programs, write to Office of Distribution, War Food Administration, Western Union Building, Atlanta 3, Georgia.

BETTER WORK WITH RIGHT FOOD

Like success stories? These can tell you just how important good food is to our war workers...how it cuts absenteeism and turnover in half...in war plants.

About a year ago the Issacson Iron Works in Seattle, Washington, was having difficulties with rapid labor turnover and absenteeism. So the company built and equipped a modern cafeteria. Soon after the cafeteria was opened, approximately 95 percent of the employees were eating there. The labor turnover the month before the opening of the cafeteria was

over 12 percent, and six months after the opening it was down to less than six percent. Absenteeism since the opening dropped from 9 percent to about 4 percent.



Recently in another part of the country, one hundred men from various war plants were nutritionally rehabilitated. These men were previously unable to work because of nutritional deficiencies. All except one of these men returned to work, and that one man joined the Armed Forces. One of the group was brought to the clinic in

an ambulance. After a couple of weeks of diet and vitamin therapy, there was a definite improvement, and within three months this man was working six days a week. Throughout the next year, this man was on the job every day.

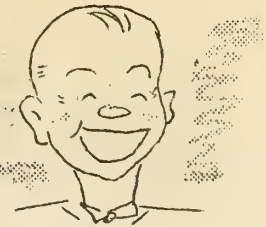
It was found that poor food habits were one of the factors causing the illnesses of these men. Recently, a nationwide check up of daily diets was made, showing neglected parts of diets. Of the people asked, almost half of them had eaten no foods from Group Two of the Basic Seven the day before. And over one-third of them had neglected dairy products.

As September is Nutrition Month, special effort is being made to urge better breakfasts and better lunches for workers. Why don't you suggest to your listeners that they make surveys of their families' dietary habits. As indicated in the survey, Vitamin C is one of the most prevalent dietary deficiencies. And of course this deficiency can be cured by eating tomatoes, oranges, grapefruit, and raw cabbage. One orange, half a grapefruit, or ten ounces of tomato juice for breakfast will start the day with one-half of the daily Vitamin C requirement. Strange as it may seem, a survey made right in the citrus belt of California showed that about two-thirds of the people had not eaten citrus fruit or tomatoes once a day. Almost one-fourth of them had neglected these foods for a week or more.

Vitamin C is only one of the weak spots of the American diet. Homemakers and dietitians have to plan good nourishing meals, and also teach everyone to eat them. Many are following the War Food Administration's Basic Seven Food Chart. By eating sufficient quantities of food from each of these seven groups, a person will have a balanced diet. In order to encourage workers to eat balanced meals, the dietitian of the R. J. Renolds Tobacco Company in North Carolina is offering vegetables and a variety of salads for five cents, and a low priced well-balanced special lunch. In addition, she has been carrying out a schedule of weekly classes for lunchroom supervisors and cooks. She's planning another educational program for the employees which should result in more nutritious lunches.

CALCIUM IN THE DIET

Many people consider calcium essential only for children. They think that grown-ups don't need calcium because their bones and teeth are already formed. According to Dr. Henry C. Sherman, former Chief of the Bureau of Human Nutrition and Home Economics, calcium is one of the two nutrients in which American diets most often fail to measure up to the yardstick of good nutrition. Just because the bones and teeth have been developed is no reason that they will remain in good condition for a lifetime. They need material for repair just as the tissues of the body do. And calcium is the principal food value whose job it is to build and repair the teeth and bones.

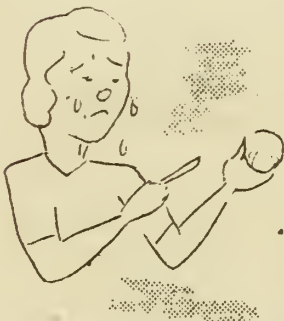


*For that toothpaste
smile...*

Milk and cheese are the main sources of calcium. Green leafy vegetables are our second best source...although they rate much below the dairy products in their supply of calcium.

You don't have to be concerned about getting too much calcium. If you take more than you need, there are special storage spaces in the bones to take care of that extra supply.

KNOW YOUR ONIONS



The cry for more onions was so strong last year that onion growers are promising a record-breaking crop this fall. It's estimated at 51 percent greater than last year's crop...and 47 percent above the 10-year (1933-42) average.

Eastern States will harvest more onions than average -- Central States less than average, but taken together their crops add up to about a normal supply. The greatest expansion in acreage and production has taken place in the Western States, where this year's production is at least 2 and one-third times as big as average.

Because of a critical shortage of storage space in the Western producing states, you may be asked to help move the supply by encouraging greater consumption. Urge your radio audience to select bright, clean, hard onions with dry skins...and to watch for moisture at the stem end which may indicate decay at the heart of the onion. Onions will keep well if they are stored in a cool, dry, well-ventilated room. Free circulation of air is essential if the onions are not to turn soft at the center.

APPLE EATING TIME



Favorite apple recipes will soon be coming out of the cook's files as October promises to be the big apple harvest month. All states are looking toward good-sized crops this year. In fact...the increase is 41 percent over last year's small yield.

The commercial production of apples is expected to be slightly more than 125 million bushels. Thirty-five million bushels will be processed...leaving over 90 million bushels for fresh use. This amount for fresh use will be more than the entire apple yield of last year.

Apples are one of the most popular fruits in group three of the Basic Seven Chart. Their popularity grows out of their adaptability...they may be eaten fresh...sliced and fried to accompany the meat course...or baked for desserts.

So that the family can enjoy favorite varieties throughout the winter, the forward-looking homemaker will be canning a supply of apples, too...either sliced or as applesauce. And apple butter or spiced jelly are winter treats for those who like the flavor of cinnamon and cloves or allspice.

BURIED TREASURE

Radio round-up of July 8 told of the huge limestone mine near Atchison, Kansas, that would soon serve as a refrigerator for Uncle Sam's surplus agricultural products.

Well, the first shipments of food...dried eggs, chiefly...will move into this huge cold storage warehouse soon. About ten to 12 cars were moved on warehouse tracks for unloading this week.

The mine, located two miles from Atchison, has been converted into a cold storage unit by the War Food Administration to ease the strain on commercial cooler space. It means more room for foods that will be marketed this fall and during other seasons of peak agricultural production. It will provide space for a wide variety of products, particularly from the mid-west and far west.

HOLIDAY BIRDS

Planning your Thanksgiving day menu this far ahead may seem a little previous...but for Uncle Sam's Quartermaster Corps, it's more than time...if all the G.I. Joe's are going to get the traditional turkey. That's why turkeys must go to market now...those for many

battlefronts'll have to be shipped by the middle of the month, if they're to reach the boys by Thanksgiving. So early marketing is indicated for turkey producers...for that reason, and because they'll get better prices on those fowls marketed early in season. Too...there's apt. to be a glutted turkey market by October...and they'll get less if they wait late to market their birds.

If you'd pass the word along to the proper person at your station...we'd appreciate it. Early turkey marketing needs plugging...and the more turkey producers hear about the advantages...the more assured Johnny Doughboy'll be of his typically American Thanksgiving Day dinner.



UTILITY BEEF SUGGESTIONS

Utility cuts of beef still need plenty of consumer-interest. There's a lot that can be done with those grades of beef...and it'll help considerably if you remind your listeners of different ways of preparing these meats so that they'll be an appetizing addition to the meal...as well as a nutritious one. Here are a couple of suggestions:

East Indian Curry

1½ pounds stew beef, cubed	¼ teaspoon salt
2 tablespoons fat	Juice of half a lemon
1 onion, sliced	Rice
1 tablespoon curry powder	

Heat fat, add onion and cook until slightly browned. Add curry powder, mix well and cook a few minutes. If too dry add a little hot water. Add the meat and brown in the fat. Add water, salt and lemon juice, cover and cook slowly until meat is tender. Always serve curry with rice. In India curry is usually served with chutney, shredded coconuts, chopped peanuts and small pickled onions.

Hamburg Casserole

1 pound ground beef	¼ cup milk
1 egg, beaten	6 or 8 thinly sliced, small raw potatoes
½ teaspoon salt	2 onions, thinly sliced
¼ teaspoon pepper	Milk
½ cup bread crumbs	

Mix meat, eggs, crumbs, seasoning and ¼ cup milk thoroughly. Put potatoes in bottom of a baking dish, then cover with the meat mixture. Lay onions on top and pour on enough milk to almost cover. Bake about one hour...or 'till done in a moderate oven (325° F).

5

It's canning time for pears, these days, with liberal supplies of both pineapple and Kieffer varieties on the markets at low prices. Apples are increasing...with adequate quantities of almost all varieties now available at reasonable prices. And there'll be even more on the markets a little later in the season.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

942
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Atlanta 3, Georgia
September 9, 1944

Radio Round-up

on food...

A Service for Directors
Of Women's Radio Programs

MEAT ON THE MENU



...on the march to
market.

More cattle are going to market now. It's a seasonal increase, and civilians can expect larger supplies of veal and lower grade beef. Total receipt this fall and winter are expected to show about a third more cattle and half again as many calves as a year ago.

Top grade beef will continue in light supply largely because the number of beef on grain feed is smaller than a year ago. On August 1 there were only three-fifths as many on feed in the eleven Corn Belt states as in 1943. Another reason the homemaker won't be seeing the more choice cuts of beef on the market is because a higher percentage of the top grades are required for our military forces. Since September 3, sixty percent of "good" and "choice" Federally inspected beef, and sixty percent each of "commercial" and "utility" beef must be reserved for purchase by war agencies.

With no set-aside on veal, you'll continue to see relatively good supplies of this kind of meat the rest of the year. Many stockmen are paring down cattle numbers by selling their calves.

For the rest of 1944, consumers will find slightly less pork, lamb and mutton available than they were able to buy the last quarter of 1943 and the first of 1944. Hog slaughter reached an all-time peak in the

**War Food Administration
Office of Distribution**

in the first half of this year when over 41 million head were slaughtered under Federal inspection. This was about a 37 percent increase over the first part of 1943. The seasonal upturn in marketing after the first of October will be less pronounced this year because there was a 24 percent reduction in the spring pig crop and non-civilian takings for pork are also large. Lamb and mutton supplies will be about 10 percent smaller this year than last. In fact, the lamb crop of 29 million, 600 thousand head is the smallest since 1930.



So here's the order in which consumers will find meats in best supply -- beef, pork, veal, lamb and mutton.

BIRTHDAY FOR THE "A" FLAG

The green flag with the big "A" in the white circle you've probably seen flying over a cannery or food plant in your town is going to have its first birthday next week.

If you attended the ceremony when an "A" flag was presented to the men and women at a local food processing plant, then you heard an Army or Navy officer and a representative of the War Food Administration tell those who had "worked in the pack" just what their food services were contributing to the march on Berlin. You heard the workers praised for protecting the well-being of the home front with important food supplies. That praise was truly earned...because to get an "A" award the plant had gone over and beyond the basic requirements of quantity and quality of food production. And the spirit of the workers is high in "A" winning plants.

Flag Presented

After the introduction speeches, you saw the "A" award flag raised for the first time. You heard an official from the plant accept that flag. Then you saw a representative group of workers step forward to receive the coveted "A" award pins...in all probability from the hands of one of our heroes at Tarawa or Anzio or France.

Finally you saw one of the workers...self conscious before the plant gathering...accept the pins in the name of his fellow workers. He said that he did not feel that this honor was for himself. He was doing a job for his son and the neighbor boy next door who were in uniform. Yes, even for the lad down the street who wouldn't come back. He didn't consider the award the end of his work...rather he pledged himself to stick to his post until the war was won.

And then everybody stood up and sang the Star Spangled Banner. That was the "A" award ceremony in your town...or the town up the road. No big celebration. No great fanfare. But the people who filed away from the presentation platform had a firmer set to their jaws.

Award Birthday

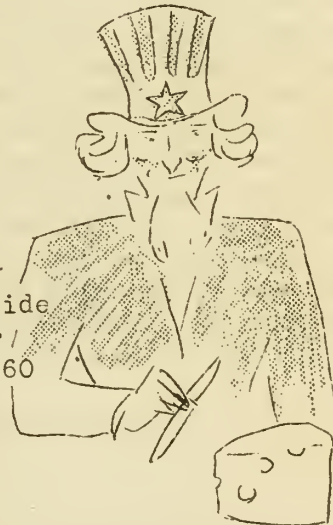
On September 18, we celebrate the "A" award birthday we have mentioned. Just one year ago the War Food Administration announced its program to honor the men and women who process the nation's food. Over two hundred food plants have won the achievement flag. This "A" flag shows a big block surrounded by a white wreath composed of a head of grain and half of a gear wheel symbolic of farm and plant production. All this is on a green field symbolic of agriculture. A white star in the left corner indicates the first year's award, and a star may be added for each year the plant continues its high record of production. A hundred and fifty thousand workers proudly wear the "A" pin...a replica of the central design on the flag. Canneries, meat packing plants and grain processors have shared in the award from coast to coast.

Tell your listeners next time they see an "A" award flag or pin it is a sign of cooperation among farmers, food processing plants management and workers.

ANOTHER SLICE OF CHEESE

About eight million more pounds of Cheddar cheese will be divided up among American civilians this month than in September, 1943. That makes the total slice for the folks at home about 36 million pounds this month.

The Armed Forces...Allies...Red Cross...and other war claimants obtain their yearly supply of cheese from quantities manufacturers set aside for them each month. From May until September 1, manufacturers have set aside for war needs 60 percent of the Cheddar cheese they made. Now that production is declining seasonally, the War Food Administration has cut this quota to 50 percent of production during September. This is in accordance with the Government plan to buy the bulk of its requirements in the spring and summer months of high production. During months of low production the Government buys less...so that civilian supplies will be fairly constant. It is expected that the quotas for October and November will be still lower than that for September.



*He'll give civilians
their share...*

FOOD FOR THE OVERSEAS GIFT

If one of the Christmas packages for a boy or girl overseas is going to be food, contents should be picked and wrapped with some consideration to avoid disappointment to the receiver.

Climate is an important factor. For example, soft chocolate candy won't stand tropical weather, but might be sent to cooler climates if packed in tin. Perishable foods like fresh fruit will not be accepted by the post office. Food in glass jars are not banned by post office regulation, but are discouraged because too many people do not know how to pack the containers. In some cases the boys have tried to eat the food, even though the glass around it was broken, and have received cuts...and food poisoning. If glass jars are included



A little early for him here...

in the package, they should be heavily wrapped in excelsior or shredded paper. Tin containers are preferred.



...but not for the boys' wives as...

As for contents...get food the boys will not get G. I. That includes a number of items in the luxury class. Anchovies...olives...crabmeat...fruit juices...fancy crackers...all have been voted favorites. Fruit cakes are always popular holiday fare...they ship and last well. As for cookies, food specialists in the U. S. Department of Agriculture suggest that firm, rather soft, thick cookies travel with less breakage than the thin, crisp type. Square cookies pack more compactly than round cookies. Dried fruit bars, honey, chocolate chip and spice cookies are all good travellers. Chocolate brownies will keep moist if frosted on all sides and then wrapped individually in waxed paper. Tight tin containers not only insure a safer arrival, but protect the freshness of cookies...cake...candy...nuts and other foods. Some mothers have sent fruit and fudge cakes in tin boxes and sealed the edges of the lid with adhesive tape. Their sons reported that the cakes arrived in perfect condition. Vacuum packed nuts are also recommended.

That gift of food can truly be a holiday message from home...but pack it well!

LUNCH IN THE PINE ROOM

Since the war began, industrial output in America has increased so tremendously that Government, management, and labor have found it necessary to promote better working conditions. One of the new steps is that workers are being fed on the job. By March of this year, five and a half million workers were benefiting from in-plant feeding arrangements. This represents a third of the workers engaged in manufacturing jobs. Before the war less than one-fifth of the workers in manufacturing plants were getting their meals at work.

Success Story

The General Cable Corporation at Perth Amboy, New Jersey, is one of the many plants responsible for these new figures. To feed an ever

increasing number of employees (the plant has grown from 1200 to 3700 workers), the management decided to switch from a cold service counter to a full-blown cafeteria.

The restaurant opened this March. Walls in the room are knotty pine and the cretonne drapes at the windows have pine cone designs. The tables are topped with chromium finish. Reproductions of famous pictures hang on the wall.



*...makes 'em whistle
while they work...*

There are three feeding sessions at noon, extending from 11:30 to 1:00 p.m. Workers always have a choice of homemade soup...two meats...three vegetables...salads...combination plates...desserts and drinks. Then there's the sandwich bar for those who care to supplement lunches brought from home. Food popular in the homes of the workers...such as meat and cabbage dishes...are frequently included in the menu. The women in charge of this cafeteria believe that food can be interesting and reasonable.

Some of the mill jobs require constant attention from the workers. Those who are unable to leave their benches to come to the cafeteria are serviced by three wagons equipped to keep food hot and cold. As much food is sold from the wagons as in the cafeteria. Women do most of the work in the cafeteria, and in this plant they're enthusiastic workers because usually they have sons in the Army and want to feel that they are doing a war job at home.

The General Cable Corporation does not consider its feeding program a wartime measure. It expects to continue the in-plant feeding program when the war is over, because it feels hot, nutritious food on the job is a definite factor in maintaining health of workers and keeping morale at high level.

OFF THE RATION LIST

A number of processed foods go off the ration list September 17, because of ample supplies available or in prospect, according to War Food Administrator Marvin Jones.

Items that will be ration point free include fruit spreads...jams, jellies and fruit butter of all varieties...canned vegetables -- including asparagus, beans (fresh lima), corn, peas, pumpkin or squash and mixed vegetables...and related products, including canned baked beans, tomato sauce, paste, pulp, puree, soups and baby foods.

Many factors are responsible for this revision of the ration lists, said Administrator Jones.

"The American Farmer and Ranchman have done a magnificent production job since the beginning of the war.

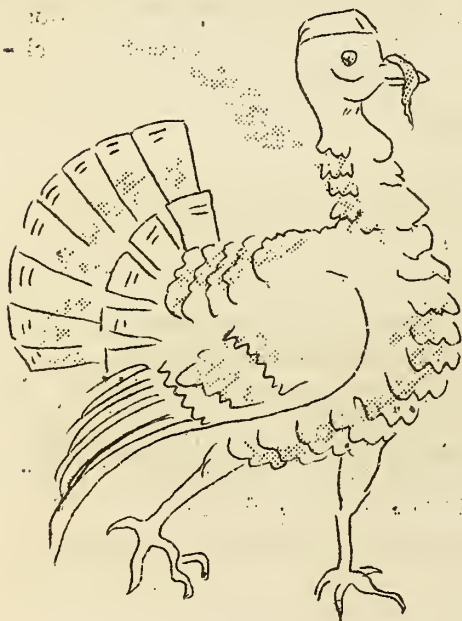
"Each year of this war they have set a new production record. They have worked long hours. They have been assisted during the harvest and other emergency periods by volunteer workers, part-time and otherwise, from the towns and cities..

"They have not only made it possible for us to have the best-fed Army and Navy in the world, but they have supplied essential civilian needs and at the same time have made it possible for us to ship vast quantities of food to our fighting Allies."

Favorable growing weather, reserve supplies, and changing war demands make it possible to release additional foods from rationing.

"In securing a sufficient supply of food to have assurance of Army, Civilian and Lend-Lease needs, it is inevitable that more than is necessary will be on hand as to certain items. Not only weather conditions, but changing demands and needs make it impossible to produce exactly the amount needed. We are endeavoring to anticipate some of the problems that will arise in handling the vast quantities of food that are vital to our wartime activities."

ARMY WANTS TURKEYS



Civilians will have difficulty buying turkeys until the Army Quartermaster Corps has bought enough to assure every serviceman and woman turkey dinners for Thanksgiving, Christmas and New Years Day.

War Food Order 106 requires the set-aside of 100 percent of the turkeys marketed and processed in designated States and areas... most of which are west of the Mississippi River. Though this order has been in effect more than a month, less than three million pounds of turkeys have been obtained. This is in addition to the eight million

pounds of hen turkeys purchased for overseas shipment before June. The total quantity obtained is very small in relation to the need of the Armed Forces and only a small portion of the 500 million pounds of turkey being produced this year. The War Food Administration will restrict sales of turkeys to Army buyers only until the servicemen's quota is met.

Although total military requirements of turkeys cannot be told, the need is considerably greater than last year. However even when military purchases are met, the civilian share will be at least three pounds per capita, as compared with three and a fourth pounds last year and only about two and a half pounds per capita in the pre-war years 1935 to 1939. With the all-time record supply in prospect this year the share for each civilian may exceed the 3 pounds allotted.

ONIONS...ONIONS...AND MORE ONIONS

Looks as if the cry over onions will be a lot different from the shortage of this past spring. Now...onion growers promise us a record-breaking crop...a crop that's too plentiful to be stored for future use, considering congested storage space. That means that those homemakers who were mourning over their dearth earlier in the year will have to make a bigger place in their menus these days for that huge crop now rolling to market...so that there'll be no waste of good food.

Incidentally...you might remind your listeners that onions are one of the easiest of vegetables to store in the home for future use. They can be stored for the entire winter season if put in a cool...dry space with plenty of ventilation. Good quality onions will keep for several weeks at ordinary room temperature.

As you know...the best point to that flavorful food is in the zest they add to otherwise uninteresting dishes. And nutritionists tell us that any food that makes another more nutritious dish appetizing is well worth including in our menus. Here's an idea for a main dish of onions:

Scalloped Onions And Peanuts

6 medium-sized onions	1 cup milk
1 cup peanuts, ground	$\frac{1}{2}$ teaspoon salt
1 tablespoon melted fat	1 cup buttered bread crumbs
1 tablespoon flour	

Skin the onions, cook in boiling salted water until tender, drain and slice. Make a sauce of the fat, flour, milk and salt. In a greased baking dish place a layer of the onions, cover with the peanuts and sauce, and continue until all are used. Cover the top with the buttered crumbs and bake in a moderate oven for about 20 minutes, or until the crumbs are golden brown. Serve from the baking dish.

FRESH FOOD ROUNDUP

Southeastern fresh food markets are feeling the results of the few cooler snaps of weather...with supplies not quite as plentiful as they've been. But they're adequate...so that your listeners still can keep that can-opener on vacation...and use fresh produce for the most part.

Best buys are some of those foods we consider as staples...including potatoes...onions...and cabbage. Substantial fare, that...with heavy supplies of the spuds and onions...moderate quantities of cabbage...and all selling at relatively low prices.

Beans and peas continue in adequate supply...but those field peas are getting lighter on most markets...and are selling at higher prices. Butter beans continue in fair supplies...and snap beans are in moderate to liberal quantities on most wholesale markets...selling at reasonable prices.

Now's the time to get plenty of the day's requirements of Vitamin C from fresh tomatoes. They're as plentiful as they've been at any time this year...and at their lowest price. Most of the quality is good, too. And there're moderate supplies of sweet corn still available...to add to some of those tomatoes for the South's favorite succotash dishes.

Apples take the spotlight on fruit markets...and they'll hold it for the next eight weeks at least...with fall varieties becoming more and more plentiful. Those apples already on the markets are cheaper than at any time last year...many of them selling far below ceiling level. Moderate supplies of citrus fruits continue to roll in from the West. For luxury items...your listeners should be able to find a few Italian prunes...but remind them that the season for this fruit is short. Pears are in light supply only...with the Southern season on its way out. Those available are still reasonably priced.

* * * * *

* The Fresh Food Roundup is based on *

* general supplies and movements of fresh *

* fruits and vegetables. It's advisable *

* to check on local markets to make sure *

* these products are available in your *

* community. *

* * * * *

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Atlanta 3, Georgia
September 16, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

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CURRENT SERIAL RECORD

NOV 13 1944

U. S. DEPARTMENT OF AGRICULTURE

FROM THE CROP REPORT

The September 1 crop report -- issued September 11th by the U. S. Department of Agriculture -- shows how well American farmers and their families have done their on-to-victory job. It looks now like agricultural production'll be higher than in any past year except 1942...and even within 2 percent of that all-time record year.



*The good crop report a
no pipe dream...*

The report shows more corn...wheat...oats...peanuts ...and deciduous fruits and vegetables for the fresh market than we had last year. Dry weather in the North Atlantic and Pacific Coast states, and damage

from drought in other sections of the country in early August, has lowered prospects for dried beans some 10 percent. Potatoes, dry peas, apples, sugar beets, rice and buckwheat were also affected by this drought, and their prospective production went down from 1 to 4 percent since the August first estimate.

If frosts hold off until large acreages planted to late crops can mature, further production records can be expected. A few weeks of favorable weather could give the largest aggregate volume of crops this country has ever produced.

Fruit Production

This season's fruit production prospects changed very little during August. Dry weather brought a slight decrease in commercial apple supplies. But this decrease was more than offset by increases in other fruits. The

**War Food Administration
Office of Distribution**

indicated total tonnage for eight major deciduous fruits -- such as apples, peaches, pears, grapes, cherries, plums, prunes and apricots -- is over a fifth greater than 1943 production. As for citrus fruits, the homemaker can expect fully as much of these types as from the 1943 bloom.

Fresh Vegetable Market

Commercial truck crops for the fresh market in 1944 will go 11 percent the 1942 bumper year. New high records were set in particular for cabbage, lettuce and onions. And up 10 percent went the tonnage for eight important vegetables for processing. These vegetables include snap beans...green peas...sweet corn...tomatoes...beets...lima beans...kraut cabbage...and pimientos. While the production of sweet corn, green peas and snap beans is lower than last year, tomatoes were more plentiful -- by about 20 percent.

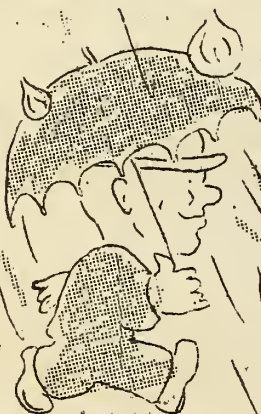
Poultry and Egg Production

Farm flocks laid more eggs this August than in any other August in history ...42 percent more than the ten-year average. All through this year record supplies of eggs have been available to homemakers. Production during the first eight months of this year topped all other years in all parts of the country. The U. S. production during this period was over 44 billion eggs...nearly a half more than the ten-year average. In contrast to last year, the number of pullets not yet of laying age on farms September 1 had decreased 16 percent from a year ago. And of the chickens hatched from June 1 to September 1, there were 37 percent less on farms than last year. This is the smallest number in four years of record.

Milk Production

Milk production during August was 2 percent less than the same month last year, chiefly because pastures were affected by drought. Supplies of butter for civilians will be much smaller the last quarter of this year than last.

MORE CRIES FROM ONIONS



Now's the time to recommend recipes calling for a smothering of onions. The late summer crop of onions now coming to market promises to be more than a billion, 7 hundred million pounds. It looks like the biggest onion production in history...52 percent greater than the crop of last year.

This onion supply's not too much. It's just that there's a shortage of storage space in the Western states, where higher acreage and yield was greatest. Unless storage space can be found in the homes of consumers, a large part of this year's harvest may be lost.

In face of the record production and storage problem, onions have been designated as a Victory Food Selection for the period September 21 through October 7. The War Food Administration designates a product as a Victory Food Selection when the supply's exceptionally heavy and must be moved rapidly into consumer channels. So during this period you can help a lot if you encourage consumers to eat more onions...and to lay in an extra supply of ten pounds or more for future use.

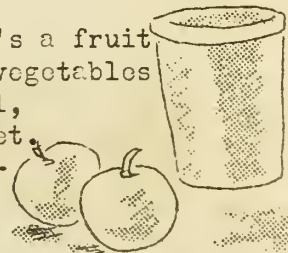
As for using the supply, you might suggest to your listeners that they have some of the currently plentiful supply of utility beef ground into hamburgers...a natural combination with onions. Stews, pot roast, meat loaf, chili, braised meat dishes, and vegetable combinations are all enhanced by the flavor of onions.

The consumer who wants to store onions at home over a period of several months should select good, fully dried onions. Then the onions should be kept in a dry place, because humidity causes onions to rot. A pantry or attic's superior to cellar storage. Or, the onions may be spread on a screen placed overhead in a garage or back porch. Just be sure the temperature's as cool as possible, but don't permit onions to freeze. The recommended temperature's from 32 to 55 degrees. There should be free circulation of air around these vegetables, too. They should never be packed too tightly in a closed container.

THE FALL FOR APPLES

Apples, popular fruit in Group Three of the Basic Seven Food Chart will account for about a fifth of the total fresh fruit supply this year. Although the apple harvest is only slightly above average, it's expected to total nearly one and a quarter million bushels... which is 38 percent greater than the small yield last year.

While an apple a day may not keep the doctor away, it's a fruit that adds to our well-being. Group Three fruits and vegetables aren't significant for any specific vitamin or mineral, but they make good all-around contributions to the diet. However, apples...in view of their large use...do contribute plenty of Vitamin C if eaten raw. They also give us a fair amount of iron. When apples are made into sauce and cooked they lose about a fourth of their Vitamin C.



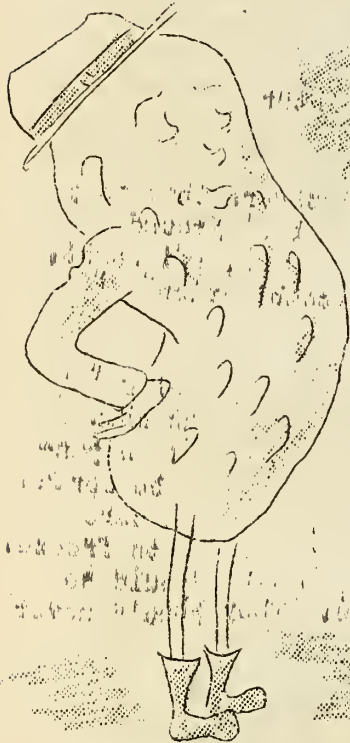
Another reason for hailing the fall harvest of apples is their adaptability. We use apples raw, in vinegar, apple butter, apple cider, canned juice and sauce. And even though they lose some food value when cooked it'd be tiresome to eat apples raw always. Apples with a tart flavor are really better when cooked with a bit of sweetening. The fruit with bruises and bad spots are more adaptable to cooking. Those cooked uses include baked apple, apple sauce, pie or dumplings. Fried

in bacon fat or other table fats, apples are a good accompaniment to the meat course. They may also be scalloped with sweet potatoes...or used as apple stuffing with baked spare ribs. As a dessert, they can be used in apple sauce cake, with tapioca, or with bread crumbs as brown Betty.

As for storage, apples keep longer than most fruits at room temperature. But they'll taste better and keep longer if kept in a cool, moist storage room. A well-ventilated cellar with a dirt floor makes a good place. The temperature of the storage room shouldn't be lower than 35 degrees, and the most desirable temperature would be between 35 and 40 degrees. Although apples have a natural protective coating, they tend to absorb odors from vegetables stored in the same room... so it's a good idea to choose their storeroom carefully.

IN THE BAG

You may know them as the earth nut, goober, monkey nut or pinder...but by any other name they're still peanuts. And roasted peanuts...especially the Spanish variety...and peanut butter, will continue to be plentiful during 1944.



*In step with the war time
food picture...*

This year the peanut crop's the largest in history. A billion and a half pounds will soon be available for processing into favorite peanut products...butter, salted and roasted nuts and peanut confections.

Nearly half the commercial edible crop of peanuts is made into peanut butter. Some 700 million pounds of farmers' grade peanuts may be turned into peanut butter during the coming year. Salted peanuts are second in popularity. The small Spanish salted type will be especially plentiful on home markets. Virginia shelled peanuts, or the jumbo type, will be scarce, since Uncle Sam's reserving nearly 50 percent of the crop for shipment to our Armed Forces overseas, in the form of salted peanuts. The boys at the front will receive some salted Spanish, too.

As an Oil

Early in the war farmers were asked to increase their production of peanuts because of the nation's need for vegetable oil. Peanut oil can be used to replace imported oils, mainly coconut oil...which used to come from the Dutch East Indies, the Philippine Islands, and Malays... and to some extent olive oil from Europe. Every part of the peanut plant and all by-products resulting from factory processes can be

used, mainly for stock feeding. Peanut hay, press cake and meal by-products left from making oil are excellent feed for cattle and hogs. Peanut shells are used for fuel, or as a filler in stock feeds.

Peanuts are mainly valuable for food and forage but to some extent they've gone to war in such forms as explosives, oil, salves and medicines.

High in Food Value

Though peanuts are regarded often as between-meal snacks to be eaten just for enjoyment, they're a very good food. The fat content of peanuts ranges from about forty to fifty percent, and the protein content ranges from about thirty to thirty-four percent. Just one ounce of peanuts will furnish about a tenth of the day's requirement of protein. Peanuts can also be a very important and inexpensive sources of thiamine, riboflavin and niacin. A one-ounce package will supply about a fourth of the day's requirement of niacin. Their protein and fat content place peanuts with meat in Group Five on the Basic Seven Chart. Peanuts, however, aren't satisfactory as a substitute for dairy products or eggs.

Peanut butter's an excellent example of a nut prepared in a way to increase the ease of digestion.

CHRISTMAS GIFTS FOR U. S. PRISONERS

Christmas packages for the boys overseas are being mailed now through October 15 to assure delivery in time for the holidays. The Red Cross Prisoner-of-War Packages Center in Philadelphia started its Christmas packaging in the middle of August...because the Red Cross wanted to be sure that each American prisoner of war and civilian internees held by Germany would have a special Christmas gift on time. Red Cross packing centers in New York and St. Louis will continue on the standard food parcels which go to American prisoners in Europe weekly. Standard food packages go to the Orient whenever Japan permits delivery.



The Red Cross Christmas package brings a bit of luxury into the lives of the internees. It'll contain articles that prisoners would not get usually and things to remind them of Christmas. Contents include canned turkey...plum pudding...sausages...butter...deviled ham...cheddar cheese...bullion cubes...tea...honey...strawberry jam...candy...mixed salted nuts...fruit bars...dates...sliced pineapple...chewing gum...playing cards...cigarettes...smoking tobacco...a pipe...wash cloth...a game...a picture for barrack walls. That picture is of some typical American scene...such as Niagara Falls or Old Faithful...or perhaps a Currier and Ives reproduction. With few exceptions the food in these packages is purchased through the War Food Administration.

The next-of-kin to a prisoner of war or civilian internee in Europe may also send a Christmas package. Every box the next-of-kin mails must have the current parcel label attached that has been issued by the Office of the Provost Marshal General. These labels go out automatically every sixty days and it is not necessary to request them. Relatives other than the designated next-of-kin are not entitled to obtain parcel labels. There is, however, no objection to other members of a prisoner's family contributing to the package, provided it does not exceed the permitted weight and size.

NUTRITION IN WARTIME ENGLAND



September is Nutrition Month in the United States, because the war has re-emphasized to the American people that the strength of a nation depends on how food is produced, conserved, and used in the fight for freedom. During this month the press, radio and magazines and clubs across the nation will deal with popular understanding of good eating habits. In England, too, ever since the war began the British Food Ministry has carried out this idea of direct contact with the people to give food advice. The Ministry of Food has created some fifty food advice centers in different parts of the British Isles. These centers are each staffed with about half a dozen women who are skilled cooks and have practical experience in wartime housekeeping.

The centres are usually opened in a shop in a busy street of a town, where people come in to get advice on how to provide nourishing meals, work out their ration points, or deal with some special difficulty. The centres give suggestions on packed lunches, children's meals, and preparation of wartime dishes.

At stated times during the day, demonstrations of simple wartime dishes are given, with emphasis on the importance of a balanced diet. The demonstrators don't stay in the centre all day. They go out to the big stores and into factories at the lunch hour. At many market places in Britain, too, the food advice booth is open every week.

Women in Britain have had a difficult job in coping with wartime food problems, so the food advice centres are considered most helpful. And when a homemaker has learned a good food trick herself...she brings the idea to the centre so that it will be shared with other women.

ONION LORE

Because you'll no doubt be "talking onions" a lot in the next few weeks while they are a Victory Food Selection...here's some dope on the history of that favorite flaverable food you might like to tell your listeners. Use of the onion goes back farther than written history...as one of the earliest of cultivated plants. They're believed to have originated in Western Asia. Onions are represented on early Egyptian monuments. In fact...one variety cultivated in Egypt was awarded divine honors.

Then the Romans used to make a poultice of onions and barley-meal as a cure for certain eye troubles...thinking that onions cleared the sight by the tears they drew.

A Medival myth has the onion made sacred to Saint Francis...so... during certain festivals it was the custom for the person representing Saint Francis to give an onion to every young girl. Each girl was supposed to cut the onion while whispering the name of the man she hoped to marry. Then...if she dreamed of a wedding that night... all was well.

We may not hold the onion sacred today...but it's certainly earned its popularity as a pepper-upper in our daily menus. And to add to your index of onion recipes...here're a couple more:

'BAKED ONIONS:

Peel 18 small onions and cook, uncovered, in 6 cups of boiling water for 10 minutes. Drain. Put in baking dish. Pour over onions a mixture made of 1 T. melted butter or margarine, 1 T. sugar, $\frac{3}{4}$ cup catsup, and 1 cup water. Bake in moderate oven (350 degrees F.) 45 minutes, or until tender. Baste onions with the sauce in dish at 15-minute intervals during the baking. Serve with meat or fish. Serves 6.

CASSEROLE OF RICE

AND ONIONS:

Cook $\frac{3}{4}$ cup rice until tender; drain. Meanwhile, cook 8 peeled medium onions until tender; drain. Blend 3 T. butter or margarine and 3 T. flour in a double boiler; add $\frac{1}{2}$ cups milk, 1 cup grated American cheese, and $\frac{3}{4}$ t. salt, and cook over hot water until smooth and thickened, stirring frequently. Arrange the rice, onions cut in quarters, and the sauce in a baking dish. Bake in a moderate oven of 350 degrees F. for 30 minutes, or until thoroughly heated. Serves 6.

FRESH FOOD ROUNDUP

Your listeners can thank their lucky stars...or, much more to the point...the country's industrious farmers...for bigger supplies and varieties of fresh vegetables currently on the market than are usually seen during this early fall season. They can chalk high on their shopping lists such vitamin-rich items as snap beans...pole beans...butter beans and field peas...all still plentiful...reasonably cheap, and of good quality. And that selection should give them plenty of lee-way in getting variety in their menus.

Onions, of course, come under those foods to star on the market lists these days, with liberal quantities of dry onions available on all Southern markets. They're not only cheap...they're of excellent quality. Cabbage, too, is one of the best of current buys. Tomatoes, in peak supply only a week or so ago, continue in moderate quantities, though they're not quite so plentiful. Georgia...Tennessee...and the Carolinas are still shipping fair supplies of sweet corn at moderate prices.

The potato situation is a good one...whether your taste runs to the Irish variety...or sweets. Plentiful supplies of Irish potatoes are available on Southern markets...though the price may be a trifle higher on some of them than it's been. And sweet potatoes are on the up and up...when it comes to the increasing supplies in evidence.

This week's spotlight on fruits centers on apples...increasing steadily on most markets...with more varieties of cooking and eating apples available, and with prices moderate -- at or a little below ceiling level on the best quality. Light to moderate supplies of California oranges are available, but for the most part other fruits are scarce, with the peach season about gone, with Southern pears fading out within another couple of weeks, and with only occasional shipments of grapes.

* * * * *

* The Fresh Food Roundup is based on general *
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* are available in your community. *
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Atlanta 3, Georgia
September 23, 1944



Radio Round-up

on food...


A Service for Directors
Of Women's Radio Programs

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NOV 13 1944

A GLANCE INTO THE U. S. SUGAR BOWL

Here's something for your believe-it-or-not fans. We're using more sugar in this country than we did before the war...despite rationing.



Not only are homemakers and food processors putting quite a drain on the national sugar bowl, but much sugar's being made into industrial alcohol for synthetic rubber. These demands, plus smaller sugar beet crops and restricted imports because of the war, will make the stock carry-over at the end of this year smaller than at the end of 1943.

Our sugar supply needs
building up...

Some retail stores have reported temporary shortages of sugar...chiefly because U. S. distributors are behind schedule on orders as a result of labor shortages and inland car movement difficulties. Preliminary information from the War Food Administration shows that the consumption of sugar in the United States during the first eight months of 1944 was more than 450 thousand tons higher than for the same period last year. This was a good crop year for fruits and vegetables and more canning-minded homemakers and commercial food processors were in the market for sugar. Then, during the flush season of milk production, extra sugar was granted for the manufacture of condensed milk. Also supplementary sugar was allotted to permit increased freezing of egg yolks and manufacture of eggs into commercial food products. This measure was taken when eggs were in abundant supply. Then, too, more sugar was used to replace reduced supplies of corn syrup sweeteners. In addition to these food uses, 700 thousand tons of sugar have been used in the form of high test molasses for the manufacture of industrial alcohol.

**War Food Administration
Office of Distribution**

To meet these demands for sugar we have beet and cane sugar from crops grown in the United States and cane sugar imports from the Caribbean area. The U. S. production of beet sugar for January through August totaled 47 thousand tons. During the same period almost 750 thousand tons were distributed. This meant reducing stocks of beet sugar on hand January 1 from a total of 838 thousand to 136 thousand tons on September 1...the lowest inventory recorded for this date since 1935.

Production of cane sugar in the United States during the first eight months was 84 thousand tons, and arrivals from the Caribbean area were over three and a half million tons...a total of 3 million 830 thousand tons. But more than four million tons was distributed...so cane sugar inventories were reduced from 929 thousand tons to 545 thousand tons by September 1.

With the Axis dominating such important sugar producing areas as Java and the Philippine Islands, the Caribbean area has become increasingly important as the sugar granary of the United States and our Western Allies. With shipping difficulties and reduced production in some domestic areas, rationing of sugar was necessary...also international allocations.

Under the allocations procedure, the United Kingdom, Canada, Russia and other friendly nations relying on the Caribbean area for sugar continue to receive some direct from this source and some from quantities delivered first to the United States for refining.

SPREADING BUTTER THINNER



"you butter spread it thin..."

Chances are one-hundred to one that your listeners want to know why they can't buy as much butter as their ration coupons would allow and why supplies will continue tight for the rest of the year. Perhaps we can answer a few of their questions.

As far as supply's concerned, U. S. civilians'll get 80 out of every hundred pounds of butter manufactured this year. Fifteen pounds of every hundred goes to our Armed Forces and the other five will be sent to the Russian Army...chiefly for use in hospitals. The average civilian share this year will be slightly less than 12 pounds, as compared with 16.7 pounds for the years between 1935 and 1939.

Government Butter Stocks

This year the Government bought 285 million pounds of butter...as compared with 464 million pounds last year. Not as much butter was bought

this year because of some carry-over. Last year the Government had no butter stocks on hand and was forced to procure butter under a set-aside order. This meant that butter manufacturers were required to reserve a certain part of each month's supply for purchase by Government agencies... with set-asides highest in months of peak production.

Even with greatly reduced purchases for war uses, civilian supplies the rest of the year will be as tight as they were during the same period in 1943...for several reasons. More people are anxious to buy butter than ever before. Our supplies are being shared with out servicemen and with Russian soldiers. Milk production's now declining seasonally. And butter production's now smaller than in peacetime. For the first seven months of this year, butter production was 131 million pounds smaller than the first part of 1943. July production was the lowest in 22 years. and in August and September, figures are expected to show production 15 million pounds lower than in the same two months last year. That's why some sections of the country...especially those farthest from the major butter producing areas in the mid-west...are now noticing limited supplies.

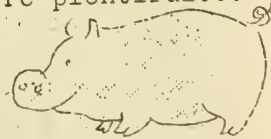
Smaller butter production's not the result of smaller milk production. Annual milk production's about 15 billion pounds higher than before the war. It's just that none of this increase is reflected in butter manufacture. That added supply has meant more fluid milk, cheese, evaporated milk and milk powder.

Civilians are drinking between 20 and 25 percent more milk now than before the war. This increase was desirable from a nutritional standpoint and Government food officials were reluctant to cut back fluid milk sales. Dairy products most in demand for military export are whole milk powder, cheddar cheese and evaporated milk because they pack well, take relatively little space and store safely. As the number of men overseas increases so do military requirements. U. S. Military Forces have asked for about 75 percent more evaporated milk in 1944 than in 1943.

This September, butter manufacturers are reserving 20 percent of their supply for the Government. But beginning October 1...and until next spring when production gets seasonally higher...all butter made will be earmarked for civilians.

PRESENT MEAT SUPPLIES

Many homemakers are finding the meat supply picture a constantly changing one. A few months ago all cuts of pork were plentiful... now ham and bacon and pork loins are scarce. One reason's the fewer number of hogs coming to market ...not nearly as many as a few months ago and not as many as a year ago. It's estimated that hog slaughter for October through December will be at least 15 percent less than for the same period last year. Also, Federally inspected packers are required to set-aside about a third of the pork they



kill for military and other war agency requirements. Shoulders, hams, loins and bacon are the chief cuts being taken. As the 1944 spring pig crop begins moving to market in November there'll be an improvement in supplies...but for the next few weeks the homemaker will find her choice of pork limited.



She'll also find less lamb and mutton for family meals this year, as the lamb crop's considerably under that of a year ago. However, the heavy marketing season of the year's approaching, and supplies of this meat will increase during the next five or six weeks.

While movement of beef cattle to market's still slow, record marketings are expected in October and early November. Most cattle have been sent directly to the packing plant from the Western and Southwestern range country without being finished in the feed lots of the Middlewest. This means more utility and commercial grade meat, even though some choice cuts come from range fed cattle. Choice cuts of beef will continue to be scarce for the next month or two at least because 60 percent of the beef slaughtered under Federal inspection...and which meets Army specifications...must be set-aside for war uses. This is nearly a third of our beef supply. Calf slaughter has been heavy during the summer and will continue so for the next few months. With no set aside on veal, most of the supply's available for civilian trade.



What we'll get

This year beef and veal will make up about 45 percent of the total meat supply. About 51 percent of our meat will be pork, and lamb and mutton will provide the remaining 4 percent.

CORRECTION ON APPLE STORY -- ROUND-UP, SEPTEMBER 16

In the story, "The Fall For Apples", in the September 16th issue of ROUND-UP, the 1944 expected crop of apples was quoted as one and a quarter million bushels. The correct figure...according to the September 11 crop report...should read one hundred and a quarter million bushels.

Of this expected crop, an estimated 3 to 4 million bushels were blown to the ground along the Atlantic seaboard by the tropical hurricane September 14th. Thousands of volunteers from nearby towns have been helping the growers gather the fallen fruit, and consumers in the heavily populated Eastern areas are being urged to take advantage of the temporary market surplus. Most of the apples that fell were ripe and many were bruised only slightly, if at all.

The main course of the hurricane where most of the apples dropped was from Southeastern Maryland directly north through New Hampshire to Southern Maine.

RAISINS FOR THE HOLIDAYS

Homemakers can expect more raisins on the market from now on through the holidays. The War Food Administration's offering for sale, through normal trade outlets, over two million pounds of raisins. Some are Thompson seedless and the balance are seeded muscats.

This supply of raisins should be welcome news to those women who bake their own holiday fruit cake. Raisins also add flavor and food value to salads...mincemeat...rice or bread puddings...and sauces for meat. They can be used to stuff the centers of baked apples for dessert. By using raisins in cookies or cake, the homemaker's tucking extra calories in the box lunch that goes to school or work.

ON THE CHINESE MENU

Many of us are giving more thought to China than ever before, since so many Americans are "over there". People are asking questions about this large and rather mysterious country -- China... questions about its ancient civilization...its education and recreation, customs, and foods. One seventh grader asked her Dad recently, "Do they have a Basic Seven, too?"

Dr. Mark Graubard of the War Food Administration -- a student of food habits of many countries -- has answered some of these questions about what the Chinese eat. Referring to the Basic Seven he says that Chinese scientists, too, have certain nutritional recommendations, but the groupings are different from ours. People can get the nutrients necessary for growth and health from many foods and many different combinations of foods. Scientists frequently assure us that the traditional eating habits in almost any part of the world can be modified or balanced in such a way that everyone could be properly fed, yet continue to enjoy foods he's accustomed to eating.



The Chinese Diet

During peace time the average Chinese usually got enough calories in his diet, but he still suffered from "hidden hunger". By that is meant, the diets of the majority generally were deficient in iron, protein, fats, and calcium. In Southern China they lack Vitamins A and B. North China needs more Vitamins A and D. In the south, they eat rice, barley and millet, but no bread. And in the north where wheat and rye bread's a staple part of the diet, rice is not popularly liked.

The Chinese diet's mainly vegetarian. The people get their protein from cereals, vegetables and legumes...especially soya. Vegetables of many kinds are fairly plentiful. Greens are a regular part of the diet. Sweet potatoes are popular... much better liked than white potatoes.

That may be explained by the shortage of sugar in Chinese diets. Sorghum and sugarcane juice are the common sweets, but they're not plentiful. The Chinese never put sugar in tea...a beverage they consume in large quantities. Except in the homes of the wealthy, sweet desserts are almost unheard of. Fruits are pretty widely eaten.

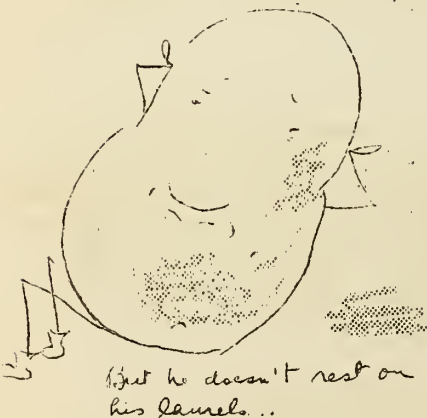
The surprising omission in Chinese meals is along the dairy line. The people have no milk, butter or cheese whatever and very few eggs, which explains the widespread deficiency in Vitamin A. They have a little fat...vegetable oil...which is used sparingly in cooking and seasoning.

The people who live close to the coast get fish occasionally. If the Chinese distribution system for food were better more people could enjoy this supply of fish. Most Chinese consider themselves lucky to get mutton once a month. It's such a treat that they cut it in very small pieces and mix it with rice and vegetables. Otherwise meat's very rare.

Advantages to their Diet, too

At least in one respect the Chinese peasants eat more wisely than their more affluent neighbors. Because they have very little fuel for cooking they're less likely to overcook their vegetables, and they always use the water in which they cook them for soups or sauces. Consequently, they lose less of the mineral and vitamin content of vegetables. And because food's hard to get, they're not so apt to refine the cereals and so retain the extra food value found in the outer coats of grains.

POTATO PALAVER



The Irish potato...one of the commonest of staples for a good part of the world's population...has the most colorful history of almost any vegetable we eat today. A native to the Andes of Peru, it was introduced to Europe about 1585, and not to this country until many years later. It got its name not because of any Irish ancestry...but because it was a favorite with the wearers of the green. According to legend...those spuds helped avert a famine in Ireland at one time...and again, there was famine in Ireland because of the potato crop failure.

The much-traveled Irish Murphy was worth its weight in gold to the sourdoughs in the Yukon gold rush. The story goes that some of them paid gold dust weight for weight for potatoes...and ate them raw to prevent scurvy. And when the winter potato supply was lost in shipping to Iceland at another time...the result was a severe outbreak in scurvy...

because those people had depended on the potato for their Vitamin C.

Since the potato yields more food an acre than any other starch crop, its been called the savior of the poor in Europe...even though it took plenty of effort on the part of a few to get early Europeans started on potatoes as a food. Country preachers in many of the European countries -- more farsighted than the farmers -- are said to have advocated its acceptance and thus came to be known as "potato preachers."

Early in the seventeenth century the potato was eaten as a delicacy exclusively by the royalty in France. Yet it failed to gain in popularity until an army apothecary named Parmentier sought to popularize it because food was so scarce that the French Academy offered a prize for any new item that could relieve starvation. It was then that the king carried potato blossoms in his lapel...and Marie Antoinette wore them in her hair. Parmentier offered potatoes free to farmers...but they weren't interested. Then...with only a few landowners planting potatoes on their estates...he used the simple psychology of ordering town criers in all villages to announce that the theft of potatoes would be seriously punished. The idea worked...peasants were then curious about this "ground apple," and many began raising them.

VICTORY FOOD SELECTION

The Victory Food Selection on that record onion crop -- more than 50 percent larger than last year's -- is still going strong...and we aren't describing the flavor. Though...as you know...the government's taking more than last year for war uses...and more are being dehydrated this year...there's still a huge supply left on civilian markets. In the long run that supply is not a surplus...later in the year we'll be needing plenty of those onions that may go to waste now because of short storage space...and because homemakers did not take advantage of their abundance and store some in their homes. So any plugging you can give that flavorful food'll be all to the good.

Remember...they can be stored for the entire winter season if kept in a cool, dry space with plenty of ventilation.

Here's another suggestion for your file of onion recipes you might pass along to your listeners:

Baked Onions and Tomatoes

Arrange whole small onions or sliced large ones in a baking dish. Season well with salt and pepper. Add enough fresh quartered or canned tomatoes to cover. Bake until onions are tender and liquid is nearly absorbed. Sprinkle with grated cheese.

FRESH FOOD ROUNDUP

If your homemakers brushed the dust off their shopping lists of this time last year...they'd be mightily encouraged over the comparison with their today's food lists...because, for this time of year, fresh produce is in better-than-usual supply. Yellow onions, of course, are the best buys of the week...because they're plentiful...cheap...and of good quality. Irish potatoes run a close second. With that combination for staples your homemakers should find a variety of other vegetables to take the monotony out of fall menus. Both pole and snap beans are in moderate supplies, though they're a little higher priced than they've been recently. Butter beans are cheap for this time of year. Sweet corn, too, is moderately priced for the fall season, and it's in better supply than is usually found in September, though its season is waning. Field peas, too, are becoming lighter in supply on most Southern markets. There's a lot of cabbage available though much of it is not of the best quality. Moderate to light supplies of good quality squash are still available, but that vegetable, is past its peak. Both tomatoes and okra are lighter in supplies than they've been...and the price has risen in consequence.

But your listeners should be finding increasing supplies of greens -- both collards and turnip greens. Bunched turnips are increasing steadily...with light supplies now selling at reasonable prices.

Fruit markets are offering plenty of apples...still increasing in supplies toward their peak fall season. That's the best of fruit buys...but an encouraging note for those who've missed their morning grapefruit are the first few shipments of Florida grapefruit now coming to market. They're mostly of small sizes, Duncan variety, and are selling at ceiling prices. Moderate to liberal quantities of California oranges are available. Pears...with their Southern season about over...are coming from the West and Northwest at comparatively high prices. And for the luxury item of the week...light supplies of grapes and cantaloups are available in some sections...and at high prices.

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Atlanta 3, Georgia
September 30, 1944



A Service for Directors
Of Women's Radio Programs

Radio Round-up

on food...

VITAMIN C VEGETABLES



More and more the Basic Seven Food chart's being used as the guide for selecting the right kinds of food daily for better health. Only when the right amount of foods from each group are eaten daily does the body get its needed supply of energy or calories, protein, minerals and vitamins.

It's practical

One of the beauties of the Basic Seven Chart is that it's designed to fit available food supplies. For example, Group Two foods are notable for Vitamin C...that vitamin which...among other functions...holds or binds the cells of the body together.

The citrus fruits and tomatoes are usually named when we think of headliners in this group. But there are several vegetables rich in Vitamin C which might well be called to the attention of the homemaker. These vegetables will be generally available for fall and winter meals.

Vitamin C Sources

Brussel sprouts...broccoli...cabbage...rutabagas...cauliflower...and turnips belong in this group. Sweet potatoes and white potatoes can be relied on to help out with Vitamin C also, because we can use them often in our daily meals. They're not as high in Vitamin C, though, as the cabbage and turnip families.

Vitamin C's very unstable except in acid foods, such as citrus fruits and tomatoes. Air and long cooking, in particular, hasten its destruction.

War Food Administration
Office of Distribution

So Vitamin C vegetables should be prepared as close to serving time as possible. And the cooking time should not be any longer than is necessary to tenderize the vegetable.

A GRADE FOR EGGS



Many of our food products are graded today because distributors and consumers want to get the quality of merchandise for which they pay. When an indentifying mark or label's attached to these food products, the consumer can select the quality that best suits her purpose and purse.

The War Food Administration, through its Dairy and Poultry Branch, is supervising the use of four standards for individual shell eggs. The consumer will recognize those standards as U. S. Grade AA, A, B, and C. Perhaps your listeners are familiar with these classes, but do not know the quality requirements for each grade.

Difference in Grades

The U. S. Grade AA eggs are found on only a few markets, and must pass the highest requirement tests. The yolk's well-rounded and has a firm up-standing appearance because it's surrounded by a white that's clear and thick. The U. S. Grade A's available on most markets. The yolk's well-rounded and the white's clear and nearly as firm as that of Grade AA. Both of these grades provide the highest type of breakfast eggs. Grade B eggs can be used both for table and for cooking. The yolk's somewhat flattened and may have a slightly mottled appearance. The white's less firm and spreads out more than in the higher grade eggs. Grade B eggs are now particularly plentiful in many sections of the country. The Grade C egg's the lowest grade of edible egg. The yolk may be flat. The white's very thin and watery. The best use of this grade is for general cooking purposes. It's just as suitable, for this purpose, as the higher grades. All grades have approximately the same food value.

Grading eliminates inedible eggs from mixed collections. Thus the home-maker's assured twelve good eggs in every dozen she buys.

MORE NUTS

September estimates by the U. S. Department of Agriculture indicate the biggest crop of tree nuts in history...about 15 percent above that of 1943. Here are some highlights on this year's nut crop.

In the order of the quantity produced, the four most important nuts among the tree varieties in the United States are English walnuts, pecans, almonds and filberts, or hazelnuts. Peanuts are not included in this group

because they are classified as a ground nut. Nut eaters consume about three times as many peanuts as all tree nuts combined.

It's of interest to note that about half of our total walnut, pecan, almond and filbert crops are marketed in shell...through grocery stores and at nut and candy counters. The others are shelled commercially and the majority of these nuts reach the public as an ingredient in baked goods, soda fountain concoctions and candies.



Walnuts

Ninety percent of our native English walnuts...sometimes called Persian walnuts...are grown in California. Oregon produces the balance. This year's crop promises to yield almost 150 million pounds of nuts. August was relatively cool which favored the development of the nutmeats into full size and rich flavor. September's the harvest month for walnuts.

Pecans

Pecans grow in many of the Southern states from the eastern coastal areas to Texas and Oklahoma in the Southwest. For selling purposes pecans are divided into two grades, known as "improved" pecans...which average about 40 percent of the total crop...and the "seedling" pecans, which are not as large generally as the improved pecans. About 75 percent of the pecan crop's shelled commercially. Most of the shelled pecans are in the seedling class, leaving the larger pecans for sale in shell. Total pecan production will probably come close to 143 million pounds. This pecan harvest will be at a peak in November.

...And Others

California's the almond state...producing about 40 million pounds. The harvesting of these nuts began in August. Filberts, often known as hazel nuts, are usually harvested in September in Washington and Oregon...the two top producing states. The crop's estimated at 14 million pounds.

Filberts, chestnuts and almonds are often imported from the Mediterranean area. Prospects for their import this year are uncertain, of course. Brazil nuts from Brazil, if at all available, will be in very limited quantities. Cashew nuts come from India when we can get them. But we can expect certain supplies in our own country of black walnuts, butternuts, pinenut, and hickory nuts.

The military and war service requirements for this year's nut crops are very small. Salted nuts in vacuum packed cans will be included in thousands of Christmas boxes to the boys overseas this year...some sent by relatives and friends, some by the Red Cross and other organizations.

BAKERS MAY SEND G I GIFTS

Baking companies who have employees in the Armed Forces may send Christmas gifts of fruit cake or other bakery products to those men and women



if they desire, according to the War Food Administration. This action was necessary because of restrictions in War Food Order No 1.

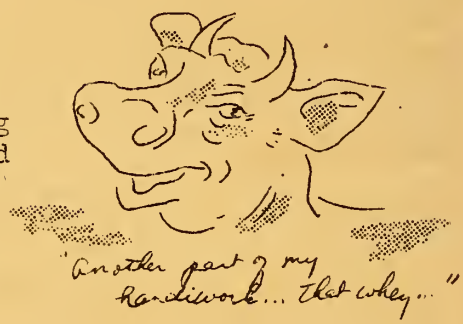
As you know, War Food Order No. 1 deals with bakery products. It restricts the making by a baker of more than twenty varieties of bread and twelve varieties of rolls in any one week; determines the amount of sugar and shortening in bread; requires that white bread and rolls be enriched. It also bans consignment selling and prohibits any baker from making gifts or samples of his products to any person except charitable institutions. The order was passed to conserve food and effect economies in the baking industry.

Because of a more plentiful supply of wheat and other ingredients used in bakery products, WFA's giving permission to all bakers, who so wish, to send bakery products as Christmas gifts to their employees in the Armed Services.

A NEW WAY FOR CHEESE WHEY

Cheese whey...like other dairy products...is taking on increased usefulness since the war. Lately it has been processed for milk sugar. This is the result of an increased demand for milk sugar for the new wonder drug...penicillin.

Previous to the war most of the cheese whey in this country had such little commercial value that factories were poorly repaid for salvaging it. Although a small amount was dried and used as a protein and vitamin supplement for commercial poultry feed, most of it was returned to the farms and fed to the calves. And large quantities were wasted despite the fact that whey contains important amounts of protein, riboflavin, Vitamin B₁, calcium, phosphorus, other vitamins and minerals, as well as milk sugar...or lactose.



Then milk sugar made from whey became especially important because scientists have discovered that the mold which produces penicillin can be grown successfully in a culture containing milk sugar. Nor is the manufacture of penicillin being held up because of any shortages of milk sugar. Cheese whey production had been mounting because of military, civilian and Lend-Lease requirements for cheddar cheese. And milk sugar manufacturers have installed new plants and equipment for increasing the production using whey as a raw material for milk sugar.

To encourage cheese manufacturers to salvage their whey, the War Food Administration recommended that the ceiling prices on whey products be increased. This has been done and cheese factories have found it profitable to save whey for processing. Up until 1943 about six million pounds of milk sugar were produced annually in this country. It was used mostly in the manufacture of prepared infant foods and in the drug trade. Before the war the principal raw material for milk sugar was the whey by-product from the manufacture of casein. Casein is made from skim milk. The supply of skim milk for this purpose has decreased because of greater demand for non-fat dry milk solids...formerly known as powdered skim milk...for food. As a result, the whey from casein was decreased, and a possible shortage of milk sugar was imminent. With the cooperation of the milk sugar industry the plans of the War Food Administration to get milk sugar from cheese whey were carried out. With the result in 1944, production of milk sugar will total 12 to 15 million pounds...more than double the amount last year. All demands for milk sugar are now being met and allocations for its distribution have been temporarily suspended.

FROZEN FOOD BUYS

For the next couple of months it may be hard to find freezer storage space for the new pack of frozen fruits and vegetables -- unless more of the stocks now on hand are moved into trade channels. This is due to increased production this year of frozen fruits, vegetables, meats, fish and other perishables. Increased Army stocks of perishables have also limited the amount of freezer cold storage space now available throughout the country. This means that distributors are going to be moving stocks of frozen foods into the retail trade where there are frozen food counters and locker plants.



The War Food Administration estimates that there are now...October 1...about 474 million pounds of frozen fruits and vegetables in storage. This is almost a fourth more than we had on October 1, 1943. Of this amount, nearly two hundred and fifty million pounds are frozen fruits...one hundred and 64 million pounds frozen vegetables.

While the total quantity of frozen fruits is greater than that for vegetables, less frozen fruits will be made available to the retail trade. Most of the frozen fruits are diverted to making jams, jellies, and preserves for the Army. But those frozen fruits which are available to the homemaker are a good buy from a ration point angle. Right now they're off the ration list. Among the largest frozen fruit supplies will be cherries, peaches, and strawberries.

Vegetables on the Homefront

On the other hand, almost all the pack of frozen vegetables will be going to Americans at home. The homemaker will find supplies of baked beans,



Nothing better...

snap beans, peas, corn, spinach and broccoli most plentiful. Smaller amounts of brussels sprouts, cauliflower, and lima beans will also be on the markets.

A special word need be said about those frozen baked beans. They have become an increasingly important item in retail stocks. There are large stores of this frozen vegetable now on hand.

Homemakers will find them a time saver as they are already cooked. They need only be heated and are ready for serving.

As for food value of frozen foods...experts say that vitamin losses incurred in the freezing process are relatively small.

OYSTERS R IN SEASON

September brought the three R's for Readin', Ritin' and Rithmetic...and another R for the opening of the oyster season. However, because of labor shortages in the producing areas, oysters are just now coming to the markets in any quantity. The peak of the supply will be reached at the holiday time, and supplies are expected to be fairly good.



They'll need an oyster dressing for their holiday appearance...

Large oysters from the Middle Atlantic and New England States, in particular, will be limited this year. High prices paid for oysters last season caused many oyster planters to market their stocks of large as well as smaller oysters. Usually the smaller oysters are held over for the following season.

The ready market for fresh oysters this spring also meant that few oysters were canned. Before the war, considerable quantities were processed in the South Atlantic, Gulf and Pacific Northwest States. But the fresh market sales caused canning to be decreased in the Gulf and South Atlantic areas and discontinued in the Pacific Northwest.

As a food, oysters rank high in taste appeal. In nutritional value, they contribute significant amounts of protein, iron, calcium and phosphorus. These minerals which oysters supply are most often deficient in the daily diet. So when oysters are available on local markets, they're a good investment in nutrition.

ONION REMINDER

Onions...that food we moan the lack of in short season...we're now letting go to waste because of indifference. It's still a Victory Food Selection through October 7...because it's abundant...it's cheap...and there's still a good chance that much of this fall's crop will be wasted unless homemakers' interest is stimulated.

They can help save this record vital crop first by using more onions in their daily menus. Renowned as a meal "pepper-upper," there's many a Swiss steak...stew...hash...and soup that'd be unappetizing without that extra onion tang. They're excellent as a dish all in themselves...boiled...in French onion soup...or French fried. Secondly, homemakers can store extra supplies of these onions in their own homes, and keep them for use later when supplies on the markets won't be so plentiful

And you can help by reminding your listeners that these onions are a Victory Food Selection now. The more you plug them in your broadcasts, the more chance there'll be that a substantial lot of these onions'll be saved from going to waste.

And now...more recipes to add to your onion files. This one has the added attraction of using another of our most plentiful foods... potatoes.

Potato-Nut Loaf

Put through the food chopper:

- 2 medium Irish potatoes (with peel left on)
- 1 cup dried bread crumbs
- 1 cup onion
- 1 cup pecans (or other nuts)

Add two eggs well beaten, one teaspoon salt, and a dash of pepper. Mix thoroughly, pack in greased baking dish and bake about 50 minutes in a moderate oven. Baste once with salad oil or butter.

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And, to borrow from our neighbor to the South, here's a Mexican favorite your listeners might like to try:

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|---------------------------------|---------------------------------|
| 2 large onions, sliced | 2 c. tomatoes |
| 2 green peppers, chopped | $\frac{1}{2}$ c. uncooked rice |
| 3 tbsp. shortening | 1 tsp. chili powder |
| 1 lb. hamburger (utility grade) | $1\frac{1}{2}$ tsp. salt |
| 1 c. chopped celery | $\frac{1}{4}$ tsp. black pepper |

Cook onions and green peppers slowly in the shortening until the onions are a light brown. Add hamburger and fry until mixture falls apart. Add remaining ingredients and mix well. Cover and cook very slowly until tender--about 45 minutes. Serves 5.

- 8 -
FRESH FOOD ROUNDUP

Though Western vegetables in this region are scarce...there're moderate to liberal supplies of Eastern and Southern fresh produce available on markets in the South. Your homemakers should chalk up onions...potatoes...and cabbage as best buys of the week. Onions, of course, are more than plentiful...and their price is the lowest it's been in many months. Quality of most of those now available is good, too. Potatoes...a standby in every part of the country...continue to be plentiful and low in cost...as is cabbage, though the quality of much of that vegetable is not so good.

Sweet potatoes are coming into their own these days...as one of the best buys of the week. Supplies continue to increase...and prices should fit in with a thrifty food budget...though quality of that now coming to market varies. So you might give your listeners a few tips on selection of these sweets. First...they should be smooth and firm...since odd-shaped sweet potatoes with large growth cracks will take longer to prepare than others...and those sweets with cuts or bruises will spoil quickly.

For meat alternate dishes...there're plenty of snap beans, reasonably priced, fair amounts of pole beans, now a little higher in price than they've been...some butter beans, moderately priced for this time of year, and lighter quantities of field peas. Moderate supplies of good quality tomatoes continue to sell at relatively the same price that they've been. And for corn-on-the-cob fans, there's still a light supply of that vegetable selling at moderate prices. Green vegetables--collards and turnip greens and turnips with tops are increasing in supply and they're a good buy from the standpoint of cost.

Apples continue in the spotlight on fruit markets...more plentiful than they've been all year. Delicious are most in evidence, with some Grimes, Yorks, Staymans and Rome Beauties available at or near ceiling prices. Bananas are more plentiful than they've been. Florida citrus season, just getting underway, is reflected on most Southern markets these days with light quantities of both oranges and grapefruit, still a little high priced and of generally small sizes. For luxury items of the week, there're light quantities of avocados, occasional shipments of pineapples, a few peaches, and some Italian prunes.

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* The Fresh Food Roundup is based on gen-
* eral supplies and movements of fresh
* fruits and vegetables. It's advisable
* to check on local markets to make sure
* these products are available in your
* community.
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